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Book displays, January to December

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Book Displays

• January to
December •



PUBLICATION No. 261

Book Displays

January to December

By

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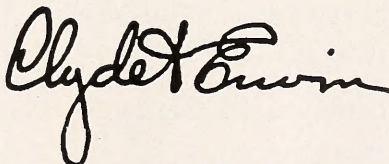


FOREWORD

Bringing good books to the attention of young readers is a sure way of increasing interest in reading. Improved ability in reading lessens the possibility of incompetence in all subject areas. This bulletin on book displays has been prepared to give school librarians and classroom teachers suggestions for stimulating and widening the reading interests of boys and girls in special events, outstanding personalities, world affairs, and other topics on which they should be informed.

The calendar of events alone should prove helpful in spotting outstanding anniversaries, special holidays, and celebrations which are frequently observed in communities as well as in classrooms. Many of the suggestions for displays will serve as stepping-stones to others more imaginative or more pretentious on the same topic. Variety in types and subjects of displays can be readily achieved by reference to the lists in Chapter II. The chapter on materials and tools for preparing attractive exhibits can be used with pupils who have interest and aptitude for executing the displays.

The efforts of librarians and teachers to widen the horizon of our boys and girls through books and reading is very gratifying. Our office will continue to cooperate in providing bulletins to meet the expressed needs of our teachers in furthering this part of our educational program.

A handwritten signature in black ink, reading "Clyde H. Ewin". The signature is written in a cursive style with a large, prominent "C" and "E".

State Superintendent of Public Instruction.

May 22, 1947.

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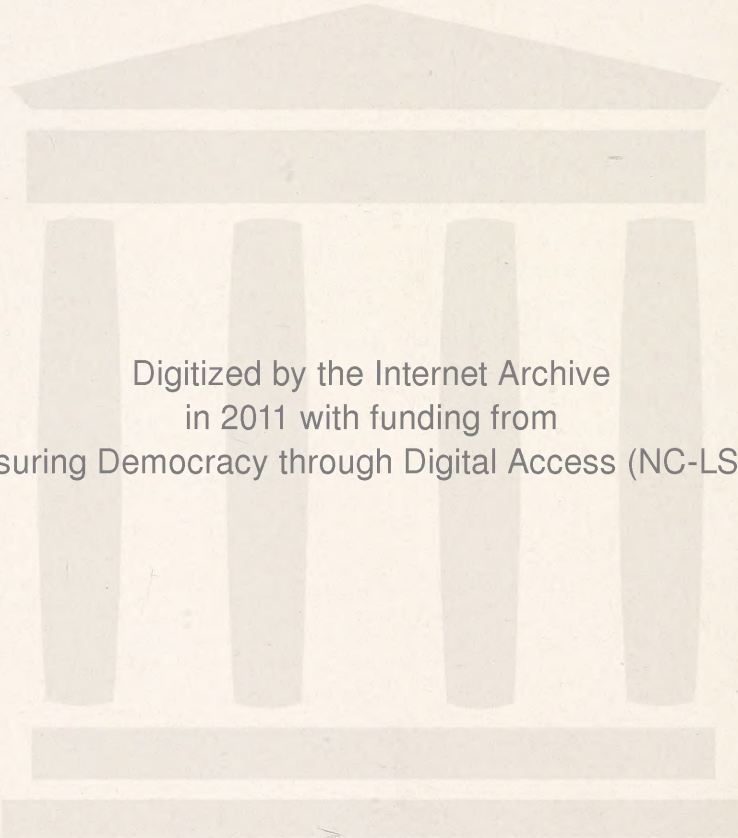
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PREFACE

The purpose of this pamphlet is to suggest simple effective book displays which can be prepared with a minimum of time and materials by the teacher or librarian who has little aptitude in poster production. Materials usually available in small towns and to a large extent found in school supply rooms have been suggested for the most part.

Displays more pretentious and more exciting can be designed and executed by those who have easy access to large stores and who have funds for the purchase of considerable materials. While the displays suggested here are simple, they may stimulate the imagination of those persons more able to prepare elaborate displays and save them time in planning.

The school librarian who is responsible for all book selection, for all technical processes, for some mending, for all records of use, for instruction in the use of books and libraries, for reading guidance, and for library publicity has need for ideas that can be quickly and easily carried out. All of the ideas presented here conform to this pattern and have been tried out in actual practice. Only a few of them are original. The authors thank all whose ideas are shared with other teachers and school librarians.



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CHAPTER I

Calendar of Special Days and Events

Certain birthdays, events, or special celebrations lend themselves to displays for reading stimulation. Many librarians and teachers need only an organized calendar of these things as a time saver for planning displays. Others need specific suggestions and ideas for arrangement and content of book exhibits.

In order to meet the needs of both groups, a calendar arranged in order of date with events, birthdays, and special celebrations in chronological order has been prepared. For each month in the year certain topics have been selected for amplification. In some instances only captions are suggested because the event itself is such that ideas are easily found to develop simple displays. Some displays have been illustrated and described for each month.

No one will probably wish to copy any display exactly as it is given, but to see how someone else has carried it out will be helpful in stimulating imagination. These sample arrangements should prove useful also in working with pupils who will probably be responsible for preparing many of the book displays.

Following the monthly calendars, there is a section called "Any Month" which indicates some displays that fit any time in the year. This is true also of many suggestions given under each month. For example, a display on music is suggested during January because of the birthdays of Mozart and Schubert. It would be just as appropriate in March for the birthdays of Strauss, Bach, and Haydn. Music Week is celebrated in May, and many librarians will prefer to plan a music display in cooperation with music teachers and students for that time. Music is a subject which is appropriate for any month, but no one subject should be used every month.

The chapter on SUBJECT VARIETY IN DISPLAYS will help in locating descriptions of displays suitable for any date.

JANUARY

- 1 New Year's Day
- 1 Emancipation Proclamation by Abraham Lincoln issued 1863
- 1 Paul Revere born 1735
- 1 Commonwealth of Australia proclaimed 1901
- 4 Jakob Grimm born 1785

- 6 Twelfth Day
- 6 Joan of Arc born 1412
- 7 Israel Putnam born 1718
- 10 Ethan Allen born 1737
- 11 Alexander Hamilton born 1757
- 12 Charles Perrault born 1628
- 14 Hugh Lofting born 1886
- 17 Benjamin Franklin born 1706
- Third Week Thrift Week
- 18 Daniel Webster born 1782
- 19 Robert E. Lee born 1807
- 19 Edgar A. Poe born 1809
- 21 Stonewall Jackson born 1824
- 24 Discovery of gold in California 1848
- 24 First Boy Scout troop organized in England 1908 by Sir
Baden-Powell
- 25 Robert Burns born 1759
- 27 Lewis Carroll born 1832
- 27 Wolfgang Mozart born 1756
- Last Sunday Child Labor Day
- 30 Franklin D. Roosevelt born 1882
- 31 Franz Schubert born 1797

Suggestions

I. New Year

1. A large new calendar on the bulletin board torn to allow jackets (or jacket spines) of many new books to stick through. Caption **New Books for New Year** made of letters cut from construction paper or book jackets. Display the books also.
2. If no new books are available, the same plan with caption **Old Favorites for New Year** could be used.
3. A picture of a New Year baby cut from a magazine cover or drawn and mounted with the caption **Brand New** to use with new books is also suitable.

II. American Revolutionary Period

1. The birthdays of Revere, Putnam, Allen, Hamilton, and Franklin provide opportunity for a patriotic, historical display. Pictures of the persons with brief biographical sketches emphasizing their historic importance put on the bulletin board and books about the individual or the period displayed with them.

2. A shelf display or table display of historical objects or a miniature scene of a Revolutionary War incident together with books is effective. See Figure 2 for using a shelf as a stage setting for this purpose.

III. Winter Nature

1. Cut out frost and snow forms and attach to board. Caption may be spelled out with the cutouts. Caption may relate to nature study or to outdoor games.
2. Animal tracks on white background simulating snow with caption **Animal Kingdom** for animal books.
3. Map of winter constellations.

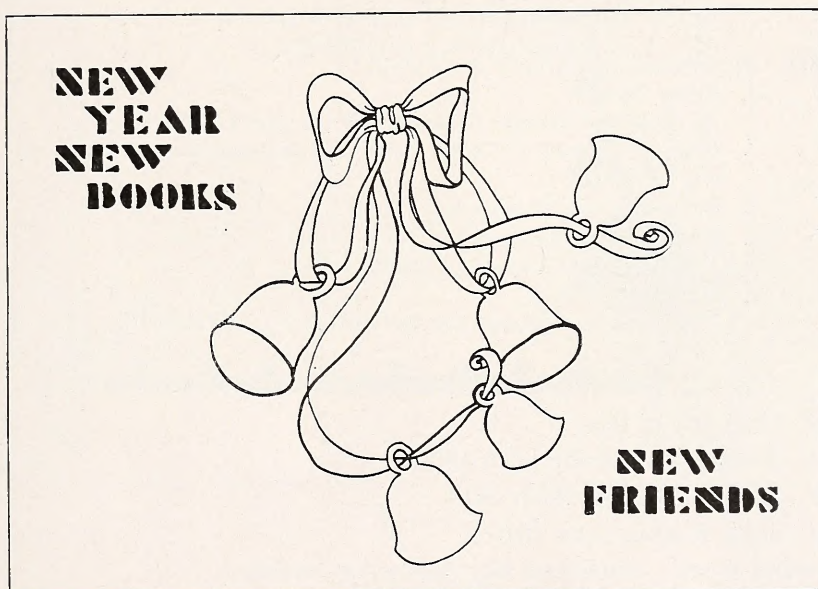


FIGURE 1

THE NEW YEAR. Cut large bells from very light weight colored paper and string on a length of heavy satin ribbon. Tie the ribbon in a large loose bow with four loops and long ends. Fasten in place on a bulletin board with half inch squares of Scotch tape or celluloid covered colored thumbtacks, so placed that they do not show. Use bright, gay colors—a red ribbon with silver bells, cerise ribbon with blue-grey bells, or white ribbon with gold or red bells. The caption of cut-out letters is taped to the bulletin board. For a variation the entire design may be reproduced as a poster with the bells, ribbon and lettering drawn on and colored.

IV. Thrift Week

1. A painted pig bank with coin at edge of slot with caption **A Penny Today A Dollar Tomorrow.**
2. Savings stamp books, reproduction of savings bonds, caption spelled with pictures of savings stamps. Get materials at post office. Caption **For Now and Tomorrow or A Penny Saved . . .**

V. Australia

Picture map of the country showing products and animal life.

VI. Poetry

Blue background with silver discs and caption **Silver Pennies** is effective. Other poetry books suggest other captions, e. g. **Magic Casements.** One choice poem attractively printed or mounted is better than several on the bulletin board.

VII. Miscellaneous

1. Fairy Tales
Birthdays of Grimm, Perrault, Carroll, and Lofting.
Captions: **Land of Faery, Fairy Wonderland, Behind the Looking Glass.**
2. Games for winter nights.
3. Southern Confederacy.
Birthdays of Lee and Jackson.
4. Music
Birthdays of Mozart and Schubert.

FEBRUARY

2 Groundhog Day

3 Felix Mendelssohn born 1809

7 Charles Dickens born 1812

8 John Ruskin born 1819

Second Week American Boy Scout Anniversary

Second Week National Drama Week

Second Week Negro History Week

10 Charles Lamb born 1775

11 Daniel Boone born 1735

11 Thomas A. Edison born 1847

12 Abraham Lincoln born 1809

14 Valentine Day

Third Week Brotherhood Week

15 Galileo Galilei born 1564

18 PILGRIM'S PROGRESS by John Bunyan published 1678.

Best loved children's book of its time.

- 19 Nikolaus Copernicus born 1473
- 22 James Russell Lowell born 1819
- 22 George Washington born 1732
- 23 Johannes Gutenberg born 1468. Inventor of printing from movable type.
- 27 Henry Wadsworth Longfellow born 1807
- 28 Wilfred T. Grenfell born 1865

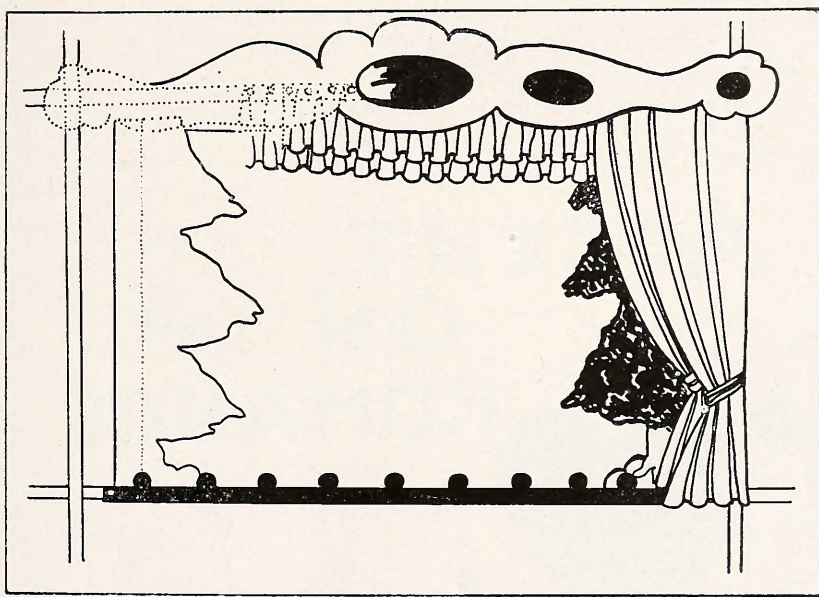


FIGURE 2

Suggestions

I. Valentine Day

1. Large heart in center of board. Book list on each side of heart. Caption **From the Heart of Bookland**. Books on table below.
2. Decorate a cardboard hat box or smaller box with crepe paper and valentines. Cut a heart shaped hole in the lid and place the box on a corner of the circulation desk. Fill with small cutout hearts on which love-story titles are lettered, each tied to lengths of red ribbon which hang from the hole in the lid. Visitors may pull a ribbon and be rewarded with a good title suggestion.

II. Gutenberg and movable type

Feature types of printing, old books and new books, or pictures of early printing presses.

III. Astronomy

1. Map of the heavens with signs of the zodiac around it.
2. Blue background with silver stars on which are printed the names of books. A black telescope at lower left. Caption **Look at the Stars**. This is more effective made of cutouts than as a poster.
3. **A Dipper Full of Stars**. See illustrated display, figure 13.

IV. Drama Week

1. Make stage setting and feature books on plays or play production. Caption **Footlights and Spotlights**. See figure 2.
2. Use masks of varying size and type. Fasten to board.

V. Negro History Week

Order material from Associated Publishers, Inc., 1538 Ninth Street, N. W., Washington, D. C.

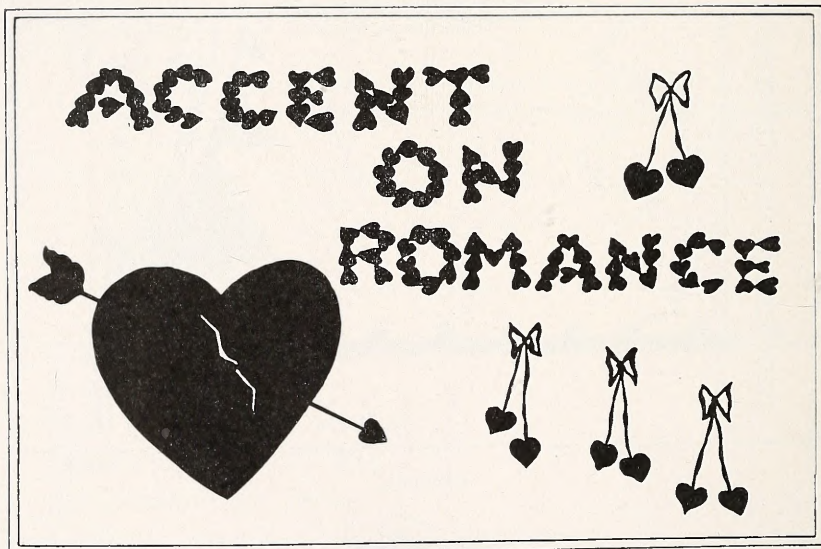


FIGURE 3

ST. VALENTINE'S DAY. Interest in the library's collection of love stories can be given a boost with this display which was suggested by an article in the *Wilson Library Bulletin*. To construct, cut the large and small hearts from red construction paper, and the arrow from gold paper. Cut a jagged line in the center of the large heart and insert the golden arrow before placing in position on the bulletin board. The four pairs of smaller hearts are lettered in gold with the names of lovers of fiction and are hung from bows of red satin ribbon. The heart letters are pasted together in position and thumbtacked to the bulletin board with red celluloid-covered tacks.

MARCH

- 1 August Saint-Gaudens born 1848
- 2 DeWitt Clinton born 1769
- 3 Alexander Bell born 1847
- 5 Howard Pyle born 1853
- 6 Elizabeth Barrett Browning born 1806
- 6 Michaelangelo born 1475
- 7 Luther Burbank born 1849
- Second Week Girl Scouts Anniversary
- 14 Johann Strauss born 1804
- Third Week Hobby Week
- 15 Andrew Jackson born 1767
- 15 Ides of March
- 16 James Madison born 1751
- 17 Kate Greenaway born 1846
- 17 St. Patrick's Day
- 19 David Livingstone born 1813
- 21 First day of spring
- 21 John Sebastian Bach born 1865
- 22 Rosa Marie Bonheur born 1822
- 23 Patrick Henry's famous oration delivered in 1775
- Last Week Health Week
- 24 Koch announced discovery of tuberculin germ 1882
- 31 Joseph Haydn born 1732

Suggestions

I. St. Patrick's Day

Use light green background with dark green Irish hat, pipe, four-leaf clovers. Feature Irish songs and Irish folk and fairy tales.

II. Health Week

1. Use charts for balanced diets. Feature health and nutrition books. Caption **Vitamins for Health, Be Healthy.**
2. A small table with place setting of plate, silver, cup and saucer, glass and napkin arranged with books on foods as a background is suitable for Health Week or for a display of cook books. The place setting may be presented as a poster for use on the bulletin board.

III. Inventions

The development of communication systems including telephone, telegraph, and radio can be shown in pictures.

IV. Gardening

1. Construct garden fence of cardboard, use vegetables or flowers cut from advertising, mount and arrange as if growing in a garden behind the fence. Caption **Down the Garden Path or How Does Your Garden Grow? or Garden Adventures.**
2. A shelf display of gardening books with small garden tools from the ten-cent store is effective.

V. Etiquette

1. Attractive captions are the names of books: **Best Foot Forward, Behave Yourself, If You Please, or Manners for Millions.** The caption and the books arouse interest.
2. A table display of a desert island made with paper, a lone doll, and a caption **Not Needed on a Desert Island.**

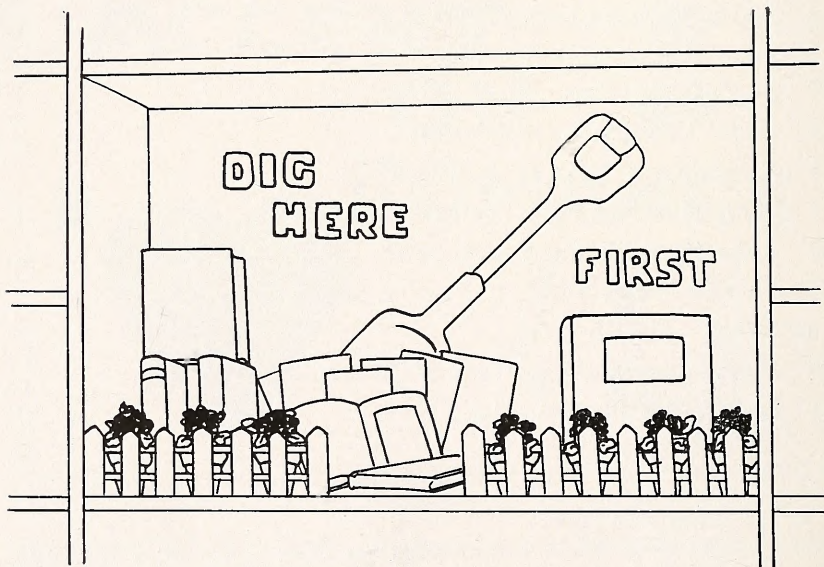


FIGURE 4

GARDENING. Use pale green background. Against the back, tack a large shovel cut from brown cardboard with necessary lines drawn in black poster paint. Attach bright-colored cut-out letters. Display books or book jackets, pamphlets, and several colorful seed catalogs. In front of the books place a row of low pots of scarlet geraniums or other potted flowers, and along the edge of the display tape or tack a white cardboard picket fence, open at the center.

APRIL

- 1 April Fool's Day. **Be Watchful for Ye Prank of Ye April Fool Joker.**
- 2 Hans Christian Andersen born 1805
- 3 Washington Irving born 1783
- 3 Pony express riders left Sacramento, Calif., to ride east and left St. Joseph, Mo., to ride west 1860. Mail.
- 4 Present form of flag adopted 1818.
- Variable Easter
- 6 Army Day
- 7 William Wadsworth born 1770
- 10 Joseph Pulitzer born 1847
- 12 North Carolina Halifax Day
- 13 Thomas Jefferson born 1743
- 14 Dictionary Day. First edition of Webster published 1828.
- 14 Pan-American Day
- 16 Wilbur Wright born 1867
- Third Week National Garden Week
- Third Week National Forestry Week
- Third Week Better Homes Week
- 17 First permanent newspaper in English, BOSTON NEWS LETTER, in North America established 1704
- 18 Paul Revere's Ride 1775
- 19 Battles of Lexington and Concord fought 1775
- 21 John Muir born 1838
- 23 William Shakespeare born 1564(?) and died 1616 on same date
- 25 Guglielmo Marconi born 1874
- 27 Samuel F. B. Morse born 1791
- 27 Ulysses S. Grant born 1822
- 30 George Washington inaugurated first President 1789
- 30 Louisiana Purchase 1803
- Last Week Humane Week—Protection of Animals
- Last Saturday to First Saturday in May Boys and Girls Week

Suggestions

I. Easter

1. Use a religious display. A green or a purple background with white or silver paper cross with caption **Whom Seeketh Thou?** Use Bible and Bible Stories.
2. Easter lilies, real or pictured, with purple or green lettering **All Earth Awakes.** Feature garden books.
3. Stained glass window made of paper. Use religious books.

II. Pony Express

A table display with a large map of the United States on which the route of the Pony Express riders is shown. Books on mail service.

III. Newspapers

1. Cut sections from old newspapers to show types of newspaper writing—headlines, news, editorials, sports, society, comics, etc. Paste on paper as if to form front page. Caption **We See by the Paper.** Feature books related to journalism. Other captions: **Get the News, Extra! Extra!, Behind the Headlines.**
2. Ask journalism class to be responsible for planning and executing a display.

IV. Dictionary Day

Feature dictionaries large and small. Arrange bulletin board as illustrated for **\$64 Question**, figure 5, and insert new word each day the display is used.

V. Shakespeare

1. If English class group has made a reproduction of the Globe Theatre use as shelf or table display. Use pictures on bulletin board. Caption **Most Frequently Quoted Man.**
2. Arrangement similar to **\$64 Question**, figure 5, can be used with caption **Where Does Shakespeare Say . . .** (the familiar quotation would appear on the insert slip and would be changed daily). Quotations might include:
 - (1) "A horse, my kingdom for a horse."
 - (2) "To be, or not to be; that is the question."
 - (3) "There is a destiny that shapes men's ends, rough hew them how we may."
 - (4) "The evil that men do lives after them."
 - (5) "A rose by any other name would smell as sweet."
 - (6) "This was the most unkindest cut of all."

VI. Photography

A display of photographic work preferably that done by students—with the names of the contributors—together with books on photography and books illustrated with photographic reproductions.

VII. Army Day

Feature Army insignias and opportunities in the Army. Get material and posters from recruiting station at post office.

VIII. Vocations

Captions: **Your Work in the World; Know Your Job; Rich Man, Poor Man, Beggar Man, Chief; Career Clinic.**

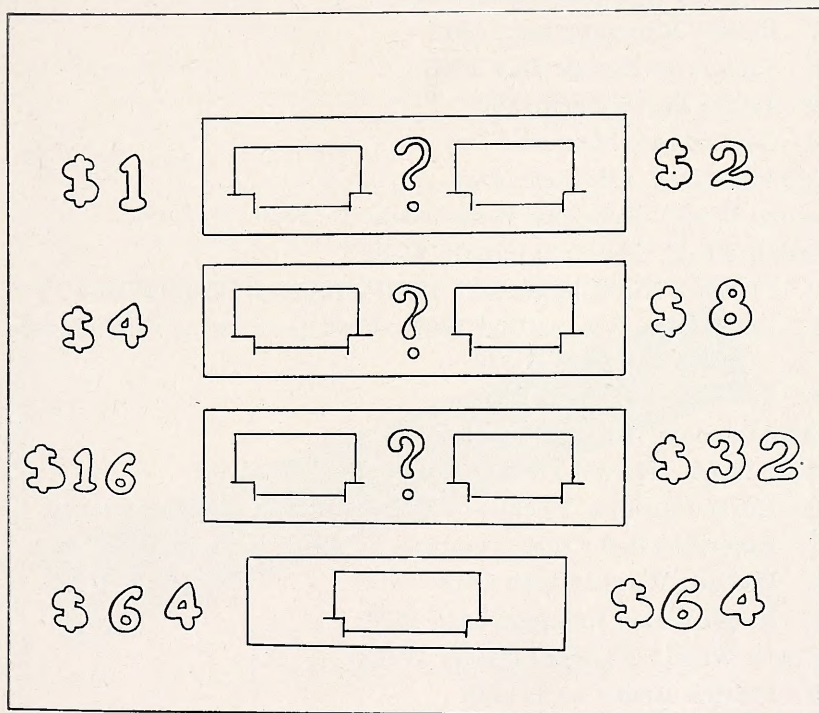


FIGURE 5

\$64 QUESTION. Questions which can be changed from day to day are printed or typed on white cards and inserted on bright colored cards which have been attached to the bulletin board. The cut-out figures should be the same color as the background cards. Red is suggested.

MAY

- 1 May Day
- 3 Jacob Riis born 1849
- 4 Horace Mann born 1796
- 4 John James Audubon born 1780
- 4 Bird Day
- First Week National Music Week
- 7 Robert Browning born 1812
- 8 Victory in Europe Day 1945
- 9 James Barrie born 1860
- 10 Confederate Memorial Day
- Second Sunday Mother's Day
- Second Week Religious Book Week
- Second Week National Family Week
- 12 Florence Nightingale born 1820—National Hospital Day
- 13 Jamestown, Va., settled 1607—First permanent English settlement in New World
- 18 Peace or Good Will Day
- Third Sunday Citizenship Day
- Third Week Herald Tribune Spring Book Festival
- 20 North Carolina, Mecklenburg Declaration of Independence
- 21 American Red Cross organized by Clara Barton 1881
- 22 Richard Wagner born 1813
- 25 Ralph Waldo Emerson born 1803
- Fourth Week National Poetry Week
- 29 Patrick Henry born 1736
- 30 Federal Memorial Day
- 31 Walt Whitman born 1819

Suggestions

I. Bird Day

Feature our State bird, the cardinal, or birds in general. Use colored illustrations or stuffed birds if they are available.

II. Mother's Day

A copy of Whistler's MOTHER on the bulletin board with information about the painter and his mother. Books about mothers of famous persons as well as stories and poems for Mother's Day may be used.

III. Citizenship Day

Feature the famous documents of American freedom, such as Mayflower Compact, Declaration of Independence, Bill of Rights, Gettysburg Address, and Four Freedoms. Small real flags; patriotic caption formed of small stars; red, white, and blue borders.

IV. College information

Feature college catalogs, decorate with college seals and small college banners. Captions **Choose Your College, College Career, Going to College?**

V. Music Week

Make simple black and white board using music symbols. Caption may be written on a staff. See illustration, figure 6.

VI. Red Cross

Secure symbols and illustrative literature from nearest local Red Cross office. Feature personalities and activities of the organization. Red Cross work as a vocation might be included.

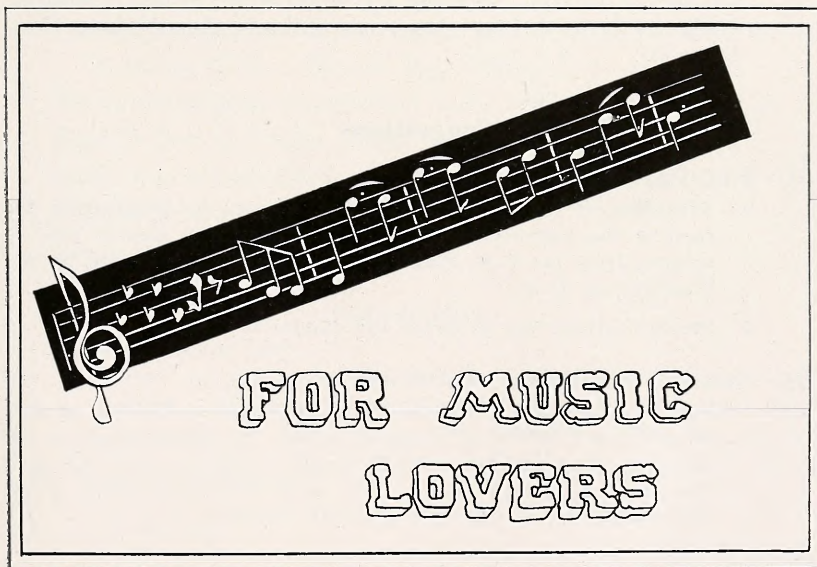


FIGURE 6

MUSIC WEEK. Use a crepe paper strip as background, cut clef, key signature, rests, notes, and phrase marks from white paper. Typing paper can be used; the lines of the staff may be made from the same paper, but an easier way is to unwind a length of adding machine paper and cut it into five strips. Paste to the background and thumbtack the strip to a bulletin board when dry. Brightly colored letters for the caption will add interest. Scores, biographies, and books on music appreciation may be displayed.

JUNE

- 6 Nathan Hale born 1755
- 8 Robert Schumann born 1810
- 9 John Howard Payne born 1791. Author of HOME SWEET HOME.
- 10 Dragon Boat Festival—China
- 14 Flag Day. Form of U. S. Flag adopted 1777.
- 15 Pioneer Day (in some western states)
- 15 Magna Carta signed 1215
- 15 Edward Grieg born 1843
- 19 Statue of Liberty received from France 1885
- 20 Purchase of Alaska 1867
- 27 First John Newbery Medal award 1922 (Van Loon. STORY OF MANKIND). (Annual Newbery and Caldecott awards made in June during American Library Association Conference).

Suggestions

I. Flag Day

- 1. Evolution of the United States Flag shown by illustration for each of the various changes. Information and posters can be secured from the U. S. Flag Association, 923 15th Street, N. W., Washington, D. C.
- 2. Display correct way to salute and display the flag.

II. Newbery and Caldecott Awards

Feature the Newbery and the Caldecott books of the year as well as the award books for previous years. A reproduction of the medal in the form of a seal is usually available from the publishers of the award books. The seals with information about the awards may be put on the bulletin board.

III. Vacation

Make two trees of brown and green construction paper, one for each side of the bulletin board. Hang a canvas or fish-net hammock between them. Caption **Lazy Reading or Vacation Reading**. Feature easy-to-read books of all types. Caption can be written with coarse twine.

IV. Alaska

Outline map of Alaska drawn on colored paper. Familiar places indicated by name with small United States flags on pins stuck at each place location. Feature books on Alaska.

V. Chinese Festival

Pictures of Chinese, especially such as those from book jackets of children's books, arranged in gay fashion on the bulletin board. Feature costumes, customs, travel, foods, etc. Mount cutouts and attach to bulletin boards with hinges as shown in figure 25 so that they stand out. Yellow, black, and orange are good colors.

JULY

- 1 Dominion Day in Canada
- 4 Independence Day 1776
- 4 Nathaniel Hawthorne born 1804
- 4 Stephen Foster born 1826
- 5 Lewis and Clark expedition started 1803
- 5 David Farragut born 1801
- 6 John Paul Jones born 1747
- 6 Decimal system of money dollar as a unit adopted by act of Congress 1785. "Know Your Money."
- 7 Hawaiian Islands annexed by U. S. 1898
- 14 Bastille Day in France 1789
- 17 Isaac Watts born 1674
- 24 Alexander Dumas born 1802
- 24 Simon Bolivar born 1783

Suggestions

I. Independence Day

Cover bulletin board with stripes of red and white paper alternating. Make a large blue shield for the center on which print the caption in white letters (or use white shield with blue letters). Caption **Our American Heritage**. Feature books about the United States.

II. U. S. Money

Information and materials can be secured from the U. S. Secret Service, Treasury Department, Washington, D. C.

III. Hawaiian Islands

An island cut of sand-colored paper set on an ocean blue background with a palm tree at each side of the island. Trees made of brown and green paper. Caption in brown letters on the island **Hawaii by Book**.

IV. Stephen Foster

Display familiar folk songs, especially those written by Stephen Foster with decorations illustrative of one or more of the songs. Caption **Songs America Sings**.

V. Canada

Feature a specific Province or town, such as Quebec. Illustrative material can be secured through travel bureaus.

VI. Dog Days

Feature books about dogs and use pictures of many breeds on the bulletin board. Caption **Safe Dogs for Dog Days.**

AUGUST

- 3 First ship passed through Panama Canal 1914
- 4 Percy B. Shelley born 1792
- 6 Alfred Tennyson born 1809
- 8 Sara Teasdale born 1884
- 9 Francis Scott Key born 1779
- 11 "Cleremont," Fulton's first steamboat, made first successful trip 1807
- 14 Victory in Japan 1945
- 14 Ernest Thompson Seton born 1860
- 14 First book printed in colors, Germany, 1457
- 15 Sir Walter Scott born 1771
- 15 Napoleon Bonaparte born 1769
- 18 Virginia Dare, first white child born in America, 1587
- 19 Orville Wright born 1871
- 26 Franz Hals born 1584
- 27 Titian born 1477
- 29 Melbourne, Australia, founded 1835.

Suggestions

I. Panama Canal

Use a map of the Panama Canal area large enough to show the west coast touching the Atlantic Ocean. Set a small ship as though it is about to enter the canal. Display books about the country.

II. Outdoor games

Miniature tennis rackets, golf clubs, swimming pool, with paper doll figures in action attached to the bulletin board or toys on a shelf display. Display fiction and nonfiction related to sports.

III. Book illustration

Use pictures and information about well-known illustrators on the bulletin board with books illustrated by them open at representative pictures placed on shelves or table below.

IV. Insects

Use real insects, moths, and butterflies mounted. See illustration, figure 7.

V. Virginia Dare and the Lost Colony

A stockade of small sticks or made of brown crepe paper for the bulletin board with the word Croatan on one tree nearby. Feature historical legends of early America and information about the Lost Colony pageant.

VI. Mathematics

Cut mathematical figures from black paper and mount on orange background. Caption cut of black letters also **Hi-Ho! Math Is Fun**. Hi-ho is a Chinese mathematical game.

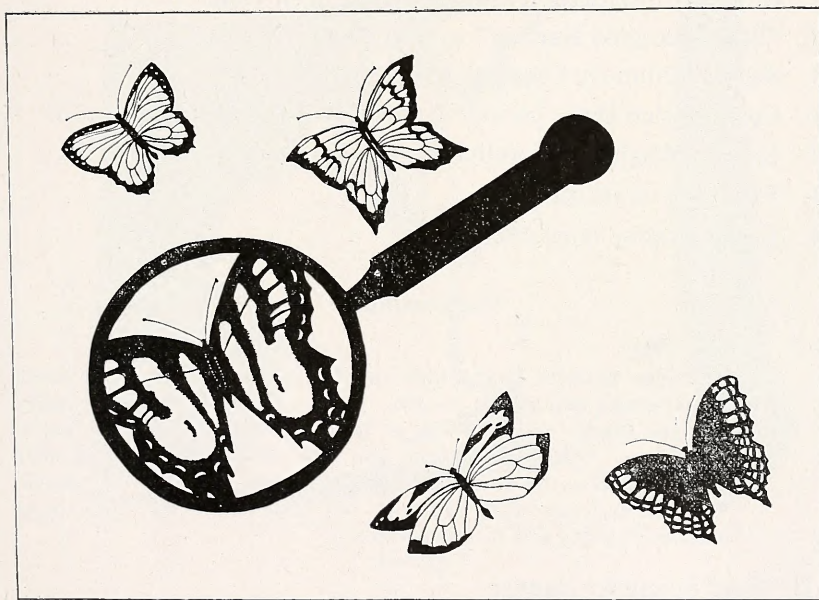


FIGURE 7

NATURE STUDY. Choose several attractive specimens from a collection of butterflies and moths and arrange them on a display board. On a large board, use real butterflies or moths with another drawn three times as large placed under the simulated magnifying glass. For a smaller display board small butterflies may be used with a large moth under the glass. A "magnifying-glass" which serves to attract and focus attention is made of black cardboard with clear cellophane to represent the lens. Pictures instead of objects may be used. Collections of insects, rocks, gems, pressed flowers and leaves as well as butterflies and moths lend themselves to this treatment.

SEPTEMBER

Varies School starts

- 2 Eugene Field born 1850
- 6 Pilgrims sailed from Plymouth in Mayflower in 1620
- 6 Jane Addams born 1860
- 6 Lafayette born 1757

First Monday Labor Day

- 7 Queen Elizabeth born 1533
- 7 Brazil acquired independence 1822
- 11 O. Henry (William Sydney Porter) born 1862
- 14 "Star Spangled Banner" written 1814
- 15 James Fenimore Cooper born 1789
- 17 Constitution Day. United States Constitution adopted 1787
- 17 George Washington delivered his Farewell Address 1796
- 21 First day of autumn
- 24 Leslie Brooke born 1862

Suggestions

I. School Day

Arrange bulletin board like an old-fashioned slate with black background and brown border. Write caption in white **An Apple for the Pupil**. Make a row of large cutout paper apples below the slate. Write the author and title of a good book on each apple. Shelf the books on table or shelves below. Real pencil, sponge, and pen staff tied with red tape and hung from upper corner of slate add to effectiveness.

II. Star Spangled Banner

Feature the flag and the song. Bulletin board may be made as a frame with red border at edge, white next, then blue with white stars. Copy of **STAR SPANGLED BANNER** in center with small flags arranged around it. Caption **What So Proudly We Hail**. Books of patriotic songs and biographies of Francis Scott Key may be used.

III. Constitution Day

Use patriotic colors. Feature books on government. Captions: **By the People, For the People; Faith Founded on History; Our Democratic Responsibilities; Because I Am an American.**

IV. Use the Library

Pictograph statistics in poster form. See illustration, figure 27. Chart of the Dewey decimal classification.

V. Consumer Problems

Mount copies of advertisements of familiar products. Caption
To Buy or Not to Buy.

VI. Transportation

Use models or toy planes, trains, automobiles, and ships with
factual books about them. Especially suitable for shelf displays.

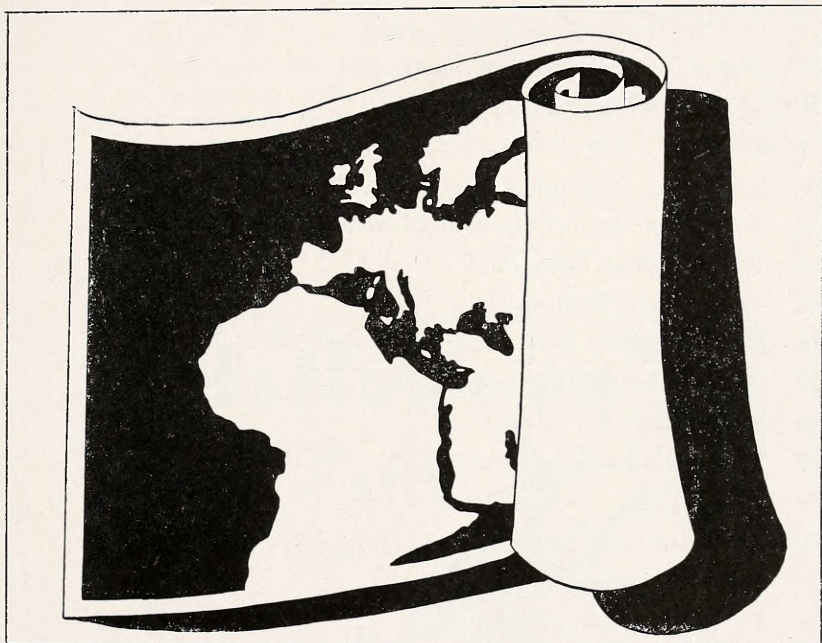


FIGURE 8

TRAVEL. To illustrate the familiar caption **Unrolling the Map**, do just that. Take an interesting and colorful map and tack it to the bulletin board partly unrolled. Or make a poster similar to the illustration, using a bright opaque blue for the water and a bright solid color or white for the land. Outline with black. For the caption use letters cut from an old map, pinning them to the board above or below the unrolling map. Display books on exploration, travels, or world affairs.

OCTOBER

First Week Religious Education Week

- 1 First rural free delivery mail routes established 1896
- 3 William Crawford Gorgas born 1854
- 4 Jean Francois Millet born 1814
- 6 Jenny Lind born 1820
- 6 George Westinghouse born 1846
- 7 James Whitcomb Riley born 1853
- 10 Chinese Republic Day

Second Week Fire Prevention Week

Second Week National Picture Week

- 12 Columbus Day. Landed in New World 1492.
- 14 William Penn born 1644
- 15 Vergil born 70 B. C.
- 16 Noah Webster born 1758 (see April 14)
- 20 Christopher Wren born 1632
- 22 Franz Liszt born 1811
- 27 Theodore Roosevelt born 1858
- 27 Navy Day
- 28 Statue of Liberty dedicated 1886
- 29 John Keats born 1795
- 29 Sir Walter Raleigh born 1552 (?)
- 31 Hallowe'en

Suggestions

I. Columbus Day

1. Model of Spanish galleon, or picture in color mounted and attached to bulletin board on a hinge. See illustration, figure 25. Poem SAIL ON mounted on scroll fastened to bulletin board like illustration for **Unrolling the Map**, figure 8. Feature books on exploration as well as biography of Columbus.
2. Display **Unrolling the Map**. See illustration, figure 8.

II. Picture Week (Art)

Display art masterpieces, books about art and artists, and books illustrated with reproductions of famous masterpieces. Caption with gold colored letters **Pictures Speak to the Soul**.

III. Cooking

A small three section hinged screen made of cardboard decorated with colored pictures of foods cut from advertisements set as a background on a table covered with checked cloth on which are displayed cookbooks. Caption with one word on each section of screen **Cooks, Cookery, Cookbooks.**

IV. Navy Day

1. Pictures of Navy insignias and types of Navy vessels both water and air. Opportunities in the Navy. Get material and posters from recruiting station at post office.
2. Feature ships and sea stories. Mirror, or piece of clear glass on blue paper, with toy ships on it for table or shelf display. Bulletin board caption **Sea Fever** spelled with heavy twine.

V. Conservation

1. Feature books on trees and forest preservation. Use real fall leaves, make splatter-work leaf designs, or cut leaves from bookjackets. Caption **Our Friendly Trees.**



FIGURE 9

HALLOWE'EN. Corrugated cardboard which may be bought in colors forms a good background for displays. Use a standing orange sheet rolled at the ends as background, and another strip flat on the display table. Attach black paper cut-out letters, bats, and a witch, and add paper mâché or real pumpkin jack-o'-lanterns.

2. Feature soil conservation with picture displays of soil erosion secured from the U. S. Soil Conservation Service, Washington, D. C. Caption **The Good Earth; Behold Our Land; Rich Land, Poor Land.**

VI. Hallowe'en

Three witches cut from black paper (or from seasonal decorated crepe paper) around caldron with bats flying above. **Orange** background. Black witches, caldrons, and bats. Gray cardboard smoke from caldron. Names of books on smoke or bats. Feature ghost stories or unusual mystery stories. Caption **When Shall We Three Meet Again?; or Black Magic.**

VII. Football Season

Use pictures of members of local team and arrange in playing position. Feature books on sports.

NOVEMBER

- 2 Daniel Boone born 1734
- 3 William Cullen Bryant born 1794
- 6 John Philip Sousa born 1854

Tuesday after First Monday Election Day

- 7 Marie S. Curie born 1867
- 10 Martin Luther born 1483
- 10 Oliver Goldsmith born 1728
- 11 Armistice Day—Unknown Soldier

Second Week Education Week

- 13 Robert Louis Stevenson born 1850
- 14 Robert Fulton born 1765

Third Week Book Week

- 17 Suez Canal opened 1869
- 19 George Rogers Clark born 1752
- 22 George Eliot born 1819
- 25 Andrew Carnegie born 1835

Last Thursday Thanksgiving Day

- 29 Louisa May Alcott born 1832
- 30 Mark Twain born 1835

Suggestions

I. Education Week

Secure materials from National Education Association, 1201 Sixteenth Street, N. W., Washington, D. C.

II. Book Week

1. Secure materials from Book Week Headquarters, R. R. Bowker Co., 62 West 45th Street, New York 19, N. Y.
2. Make Book House covered with book jackets for table display.
3. Open umbrella cut from construction paper with varicolored small books falling like rain. Titles of good books printed on the falling cutouts. Caption **Book Showers**.

III. Election Day

Put pictures of leading candidates and sample ballots on the bulletin board. Feature books on government. Caption **Who?**

IV. Thanksgiving

1. Horn of plenty with titles of books written on fruits and vegetables falling from it, or spines of book jackets coming out instead of fruits and vegetables.
2. Large turkey with tail feathers made of spines of book jackets.

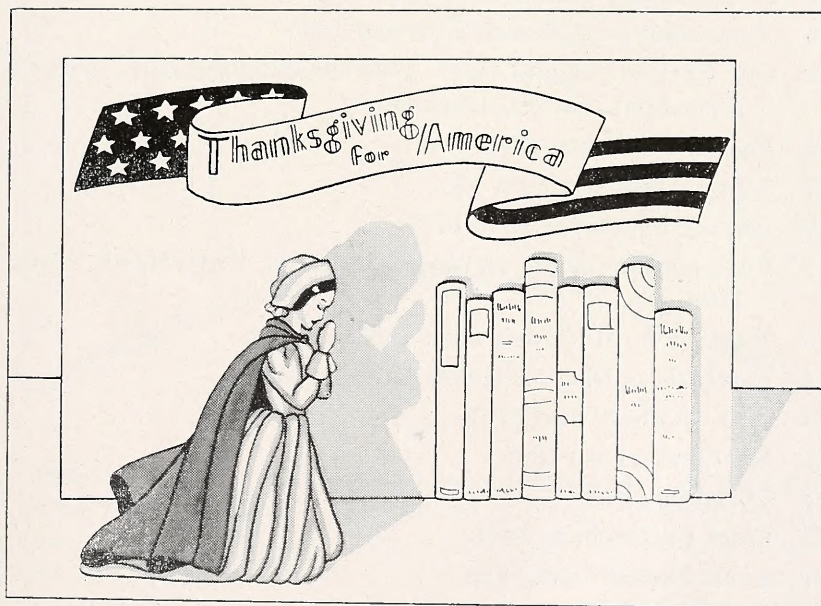


FIGURE 10

THANKSGIVING. The reverent spirit associated with the Thanksgiving holiday can be suggested with the ceramic figure of a praying Pilgrim woman. Place before a display board on which book jacket spines from suitable titles have been mounted to represent books. The patriotic caption is drawn on. Use on the card catalog case or on a corner of the circulation desk.

V. World Today

World map or globe with books for various countries. Small flags of the nations on pins may be used with the map to lend depth and add color. Caption **The World Today; Books for These Times; Around the World with Books.**

VI. Indoor Games

Caption **An Evening at Home.** Feature books on group games or individual games. For a table display some borrowed games could be used.

DECEMBER

- 2 Monroe Doctrine presented to Congress 1823
- 7 Mary, Queen of Scots, born 1584
- 8 Eli Whitney born 1765
- 9 Joel Chandler Harris born 1848
- 9 Australian Confederation formed 1885
- 12 Our National Capital Day. 1800 Washington, D. C., became permanent seat of government.
- 16 Boston Tea Party 1773
- 17 John G. Whittier born 1807
- 17 Ludwig Beethoven born 1770
- 17 First airplane flight of Wright brothers, Kitty Hawk, N. C., 1903
- 18 Edward A. McDowell born 1861
- 21 Forefathers Day. Pilgrims landed 1620.
- 22 John Newbery died 1767
- 24 Kit Carson born 1809
- 25 Christmas Day
- 25 Clara Barton born 1821
- 27 Louis Pasteur born 1822
- 28 Woodrow Wilson born 1856
- 30 Rudyard Kipling born 1865

Suggestions

I. National Capital Day

Use picture or model of the Capitol. Feature books about Washington, D. C., and about the memorials there—Washington Monument, Jefferson Memorial, Lincoln Memorial.

II. Aviation

Airplane with smoke writing (in string) coming from it with caption **Airminded; Travel by Air; Air Workers; or Flying High.** Use sky blue background with cotton or paper clouds.

III. Latin America

Secure materials and posters from Pan-American Union, Washington, D. C. Small charge.

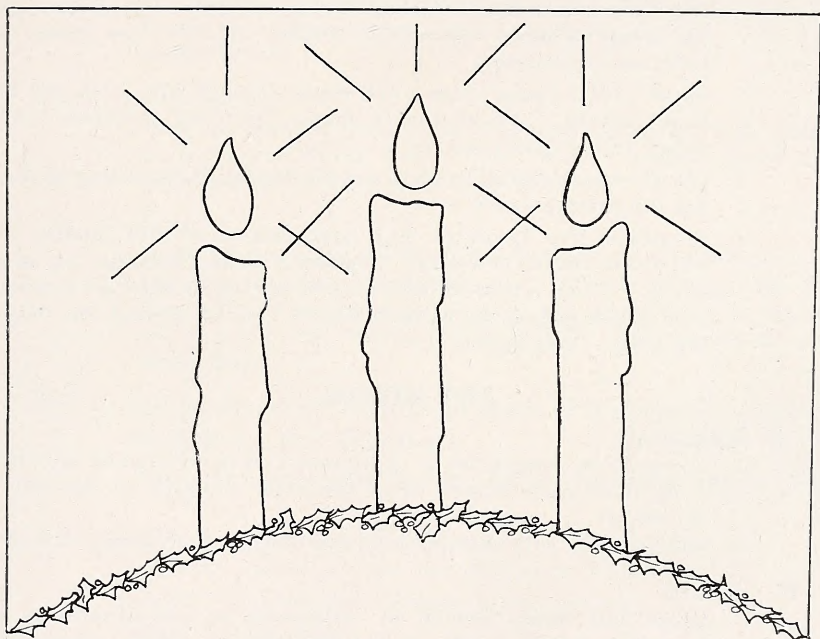


FIGURE 11

CHRISTMAS. To fill a large area and to create a Yuletide atmosphere, holly leaves and giant candles are ideal. The crimson candles are cut from a sheet of heavy cardboard; the flames and light-rays are made of yellow construction paper. Fasten the candles to the board with colored thumbtacks or use a rubber cement which will rub off when the display is removed. The leaves at the base of the candle may be drawn, or real holly boughs to match those in the upper corners may be tacked in place. If the leaves are drawn, use green cardboard and outline the leaves with black drawing ink. Cut them out around the upper edges, glue on real holly berries or red circles (easy to make with a large paper punch), or use red thumbtacks for berries. Fasten the leaves to the board with green celluloid-covered tacks.

IV. Christmas Handicrafts

Feature books, magazines, and pamphlets on Christmas decorations, gifts to make, Christmas cards to make, how to wrap packages. Display with materials to be used as shelf or table exhibit. Caption **Make and Give; Christmas Gifts by Hand; Christmas Handicrafts.**

V. Christmas

1. Shelf or table display of Christmas creche. Figurines available from ten-cent store; cardboard set-up creche: **Uncle Gus. A Christmas Manger.** Houghton Mifflin. \$1.00. Use books of religious significance.
2. Paper cutout Santa Claus going down chimney with pack full of book jackets. A variation is Santa Claus and reindeers with sleigh full of book jackets.
3. Christmas candles as background for display of Christmas books. See illustration figure 11.
4. Christmas tree decorated with book jackets or with candles on which are names of books. Caption **A Book Christmas** on star at top. A real tree with miniature books can be used, or a paper tree can be put on the bulletin board. See illustration for making a tree. See figure 24.

ANY MONTH

I. Magazines

1. Covers from magazines or miniature covers with short annotations about each printed below the cover mounted on the bulletin board.
2. Shelf-display with the magazine and objects to illustrate its type.

II. Travel

Globe with books around it. Silhouette of any country as a background with books on the particular country. Captions: **Good Books in All Directions; To Far Places; See the World Through Books; A Trip by Book.**

III. Biography

Captions: **These Charming People; Warriors on Land and Sea; Walking With the Great** (caption and footprints on bulletin board).

IV. State Literature

A literary map of the state prepared by class group. A state book list with decoration characteristic of the state.

V. Reference Books or Information File

Caption **Information Service.** Posters on reference books and other topics in lessons on the use of the library included in four groups of posters (28 in all) **PEABODY VISUAL AIDS** from Follett Book Co., Chicago, Ill. Each group \$1.00. Complete set of 28 charts \$3.50. Each chart separately \$.25.

VI. Women and Their Work

Feature vocational guidance material and illustrations of women in new occupations.

VII. Circus Parade

Stories about animals featured with circus tent, animals in parade formation as display.

VIII. Hobbies

Three hobby horses rocking across center of bulletin board with books on hobbies shelved below. Caption **How to Feed Your Hobby Horse.**

IX. United States

Highway sign with U. S. and the year on shield with crossed signs marked North, East, South, West. Caption **Know Your Country; Fair Is Our Land.** See Figure 14.

X. General

Small figures going along road following signs to Pleasure, Adventure, Hobbies, Industries, etc. If table display, use sand road with green crepe paper field and small dolls; if bulletin board use paper road and paper dolls. Caption **Reading the Magic Road.**

XII. Displays described under the name of a specific month and suitable for any month are

January: American History, Thrift, Australia, Poetry, Fairy Tales.

February: Astronomy, Drama.

March: Health, Inventions, Etiquette, Vocations.

April: Newspapers, Dictionary, Photography.

May: Birds, Music.

June: Pioneers, Alaska, China.

July: U. S. Money, Hawaiian Islands, Folk Songs, Canada.

August: Panama Canal, Book Illustration, Insects, Mathematics.

September: Star Spangled Banner, Use the Library, Consumer Problems, Transportation.

October: Art, Cooking, Sea, Conservation.

November: World Today, Indoor Games.

December: Airplanes, Latin America.

CHAPTER II

Variety in Types and Subjects of Displays

In order to stimulate interest in a variety of subjects, the school librarian should take stock of her circulation statistics and should plan displays of worth-while books in fields which have not captured the attention of the students. It is desirable occasionally to feature books in a specific Dewey decimal classification. Classification numbers of subjects which adapt themselves readily to displays are listed below. The name of the month or months in which the subject is featured in the calendar section of this book, Chapter I, is indicated. The purpose of this arrangement is to help the librarian determine whether or not diversification is being achieved in the book displays.

Following the arrangement by classification, the list of subjects is arranged alphabetically. In preparing a display on any given subject it is not necessary that all the books used be selected from the indicated classification. They would, however, be related to the subject of the display. The following list should in no sense be considered exhaustive; it is, on the contrary, a limited general list of the most obvious topics for book displays.

Classifications for Displays

020	Libraries	September
070	Journalism	April
179	Thrift	January
220	Bible	April and December
320	Citizenship	May
326	Negroes	February
322	Money and Banking (combine with 179—Thrift)	July or January
333	Conservation—National Resources	October
338	Consumer Problems	September
353	U. S. Government	December
355	Army	April
359	Navy	October
370	Education	November
371.4	Vocations	April
378	College	May
380	Transportation—Railroads, Ships	September
383	Mail Service	April
395	Etiquette	March
420	English Language	April, October
510	Mathematics	August
520	Astronomy	February
537	Electricity	

582	Trees	October
582.1	Flowers	March
595	Insects	August
598.2	Birds	May
599	Animals	January
608	Inventions	March
613	Health	March
614	Safety	March
621.3	Radio- Telephone—Communication	March
629.13	Aeronautics	December
634.9	Forests and forestry	October
635	Gardens and gardening	March
641	Cooking	October
646	Dressmaking	
655	Printing	February
680	Handicraft	December
720	Architecture	October
750	Painting	April, October
770	Photography	April
780	Music	January, May
793	Indoor games	November
796	Outdoor games	August
821	Poetry	January
822	Drama	February
910	Travel	January, June, July, August, December
920	Biography	January, February, April, May, July, October
929	Flags	June, September
940.5	20th Century history	November
970.1	American Indians	September
973	U. S. History	January, February, March, April, May, June, July, September, October, November, December
979.8	Alaska	June
980	South America	December
994	Australia	August
F	Fiction	September

Subjects for Displays

Aeronautics	Biography
Alaska	Birds
American Indians	Citizenship
Animals	College
Architecture	Communication
Army	Conservation
Astronomy	Consumer problems
Australia	Cooking
Banking	Drama
Bible	Dressmaking

Education	Negroes
Electricity	Newspapers
English language	Outdoor games
Etiquette	Painting
Fiction	Photography
Flags	Poetry
Flowers	Printing
Forestry and forests	Radio
Gardens and gardening	Railroads
Handicraft	Safety
Health	Ships
Indoor games	South America
Insects	Telephone
Inventions	Thrift
Journalism	Transportation
Libraries	Travel (all countries)
Mail service	Trees
Mathematics	20th Century
Money	United States government
Music	United States history
National resources	Vocations
Navy	

Bulletin Board Displays

Bulletin board displays—used with a shelf, a table, or a rack holding books—should be striking in color and arrangement. Their purpose is to draw the reader nearer, to hold his interest, then to divert that interest to the books displayed. In bulletin board displays the materials used should be large and easily seen; captions should be easily read at a distance; and details should be cut to a minimum. The composition of all such displays should be very simply worked out. There should be one dominate figure or object to attract attention, and other subordinate features carefully spaced to lead the eye from one part of the display to another. In the Postal Service display described below, for example, the eye first falls on the mail box, is carried to the letters, drops to the caption, and because of the vertical lines of the post, rises again to the mail box. In the Christmas display in figure 16 the order is changed, although the idea is the same. The eye is attracted first by the star, follows the longest ray downward to the caption, crosses to the right and rises to the cut-out landscape, and follows the rays again to the star. A feeling for composition can best be developed through practice and careful observation of professional advertisements, posters and window displays.

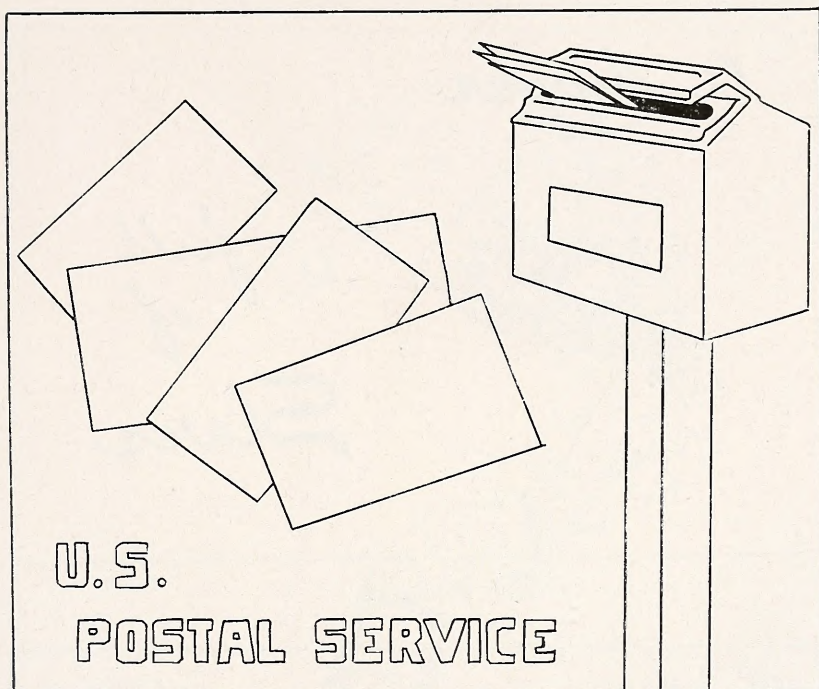


FIGURE 12

POSTAL SERVICE. To construct **U. S. Postal Service** cut a large mail box from dark green construction paper and mount on a bulletin board at the top of a green or brown paper post, using green celluloid-covered thumb tacks. Bend three envelopes and insert through a slip cut in the box and draw necessary lines in black ink. Take four envelopes with interesting addresses or stamps, including one air mail letter, and mount on the board by tacking through the flaps underneath. Attach the wood or paper cut-out letters of the caption to the board with rubber cement so that they may be reused later. The rubber cement remaining on the board when the letters are removed can easily be rubbed off.

ASTRONOMY. A simple but attention-compelling poster can be made with a cut-out dipper and a handful of silver stars. Cut the dipper from dark blue paper and paste to a large sheet of medium blue cardboard. Fill the dipper with stars of various sizes cut from silver paper, pasted together in a mass, cut to fit the edge of the dipper, and so arranged that they appear to spill over the edge with several dropping down. Use cut-out or lettered-on script letters in dark blue. Display books on astronomy.

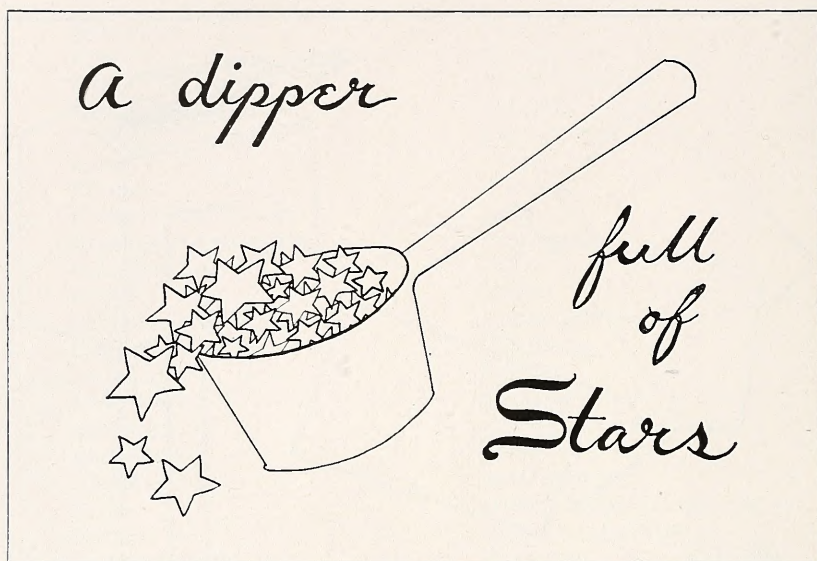


FIGURE 13

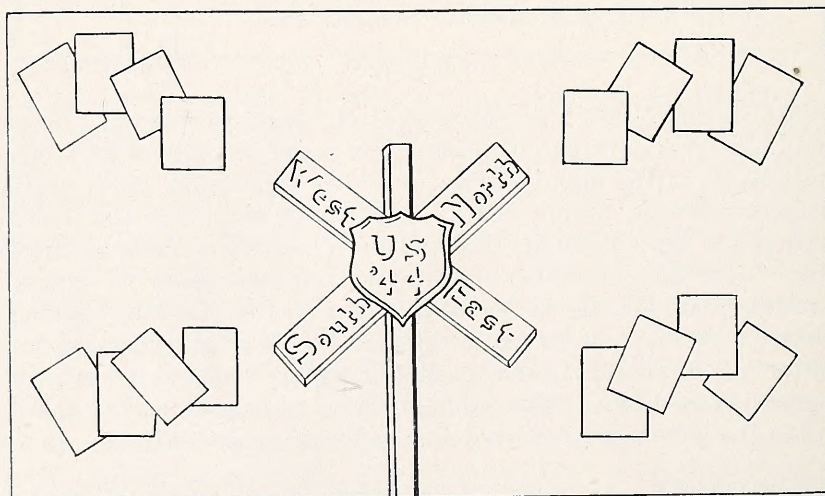


FIGURE 14

TRAVEL. To display travel books and pamphlets build a highway sign post of colored cardboard, lettered in a contrasting color. The pamphlets or bookjackets tacked to the board are sorted according to place and direction and are placed near the appropriate arm of the sign.

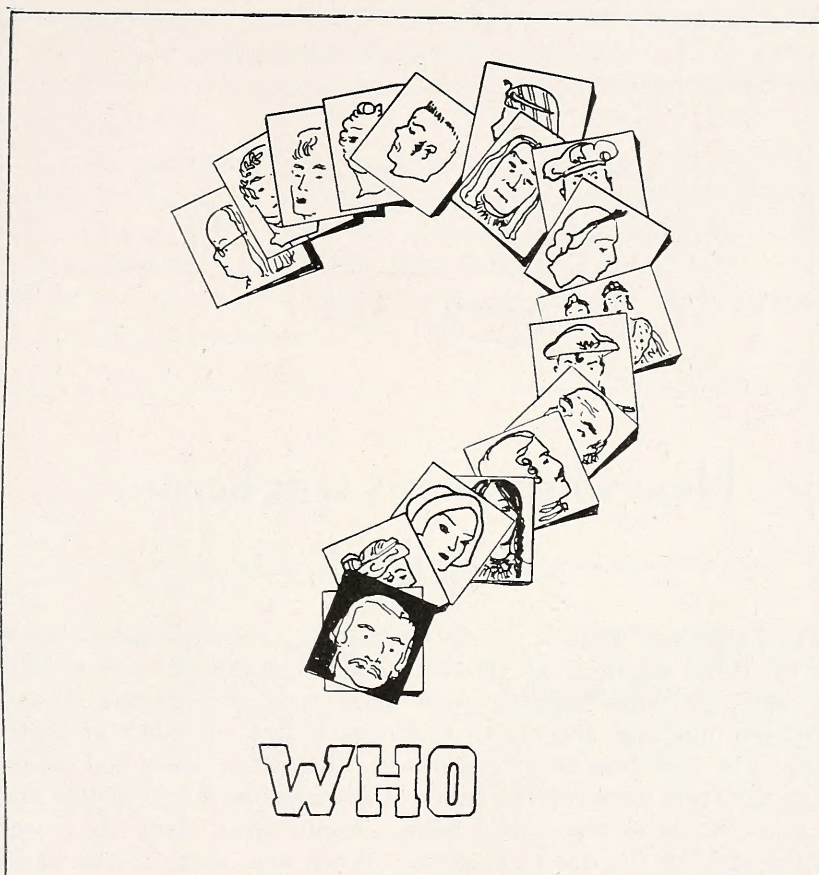


FIGURE 15

BIOGRAPHY. To spotlight a collection of biographies, collect pictures of the subjects and display them in the form of a large question mark. With the overlapping arrangement thumbtacks can be almost completely hidden from view. The caption word **Who** forms the dot of the question mark.

SEASONAL. Bulletin board displays may be used to create atmosphere, particularly the seasonal atmosphere of Christmas, Easter, Hallowe'en and other holidays. These displays are designed to be decorative rather than thought provoking or stimulating to the curiosity.

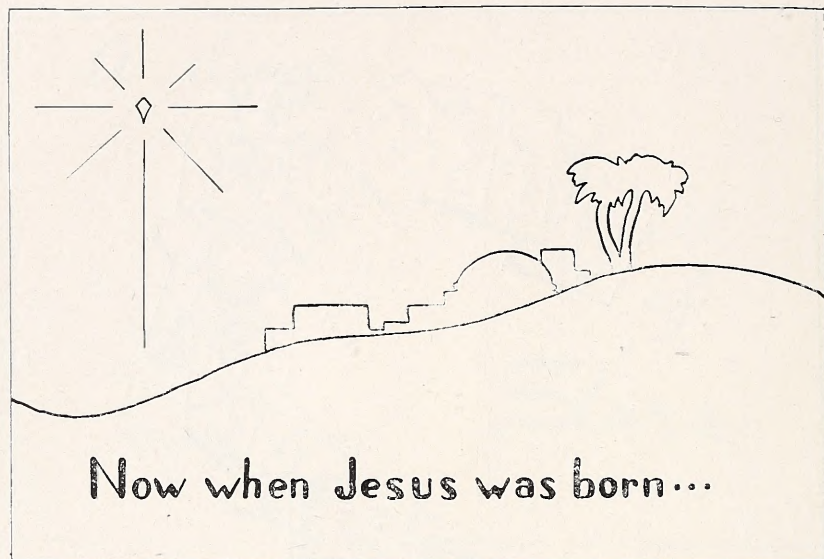


FIGURE 16

For Christmas build a cut-out landscape. Cover a bulletin board with crepe paper of an intense blue. Against this use a color scheme of white buildings and black trees and desert, cream-colored buildings and brown trees and desert, or pale blue buildings and dark blue trees and desert. Buildings, trees and desert are cut from construction paper. To assemble, lay buildings and cut-out trees in place on a table. Apply paste along the lower edge and lay the desert in place. When dry, paste to the background, having first drawn in or pasted on the lettering of the caption. Celluloid-covered thumbtacks in colors will help secure the display and will not show. The white star is pasted on last, diamond-shaped for simplicity, with thin paper rays. Use a very small amount of paste in order not to pucker the paper.

Table Displays

Table displays offer an excellent means of placing books where the public can really see and examine them and are particularly useful in displaying oversize books and pamphlets. In the table display the caption is often dispensed with as unnecessary, and objects more often take the place of posters for interest value. Miniature objects are especially useful. The public will necessarily pass close to the display table in moving about the library room, and the display must invite closer inspection, speculation

and examination. It is wise to limit the number of objects used in any display as the emphasis should be on books. Since a display of this kind is frequently disarranged, it should be kept as simple as possible.

A collection of boxes of assorted sizes is a valuable asset in display work. Black painted boxes will blend into almost any color scheme; but variety can be achieved by changing colors from time to time with poster paint or with paper or cloth. The use of several boxes to display books at different levels creates an attractive arrangement.

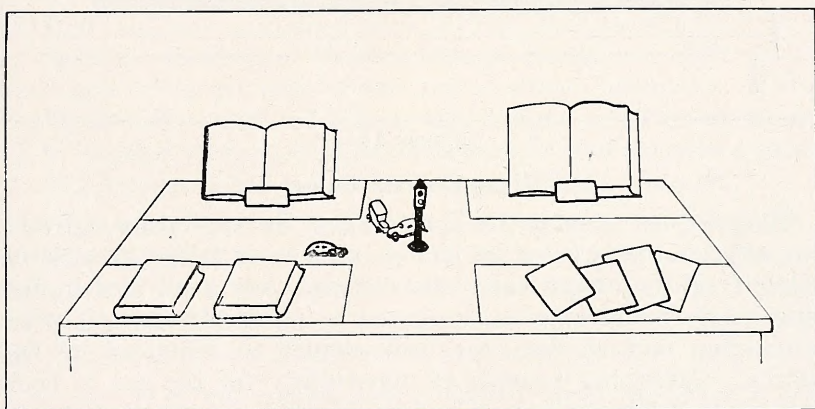


FIGURE 17

SAFETY. Books on driving and safety on the road and pamphlets on accident prevention, license requirements, and local traffic regulations may be arranged about a tiny traffic intersection made of flat white cardboard. A "traffic accident" is staged with ten-cent store automobiles, trucks, and a traffic light. Inexpensive toys can serve a definite purpose in making displays realistic.

U. S. HISTORY. For a simple but effective display based on a period of U. S. history, lay strips of red, white, and blue crepe paper on a table, place large white stars cut from cardboard at the left. For a group of books on Colonial history or the history of the flag a Betsy Ross doll may be added. Books on any aspect of U. S. history may be used with this background.

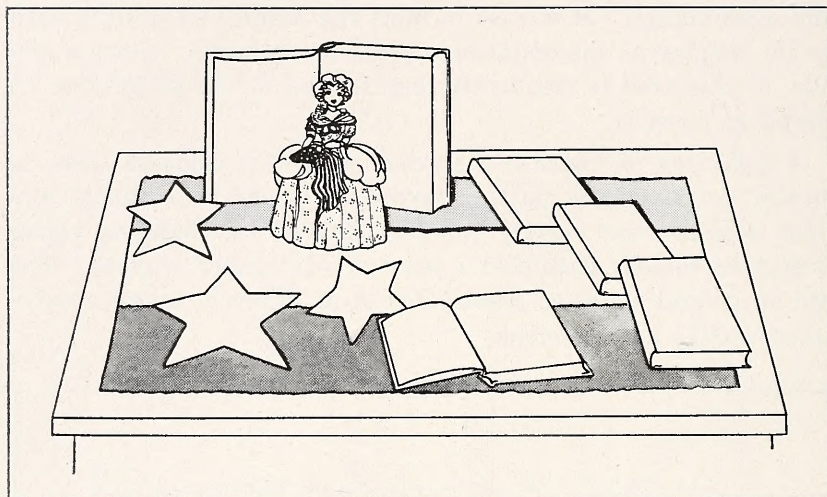


FIGURE 18

Glass Display Cases

Glass display cases in the library allow the exhibiting of books and articles that cannot be left on shelves or tables because of value, fragility, or intricate construction. Any book used in display cases should usually be opened to an illustration or other interesting feature since the book cannot be examined by the patron. Cases, too, provide an opportunity for the use of book jackets on "dummy" or unused books, while the book itself is available for circulation.

Suitable displays for a glass case include collections of coins, stamps, or Indian relics. College seals displayed in the case with college catalogs nearby for examination will interest high school seniors near the end of the school term.

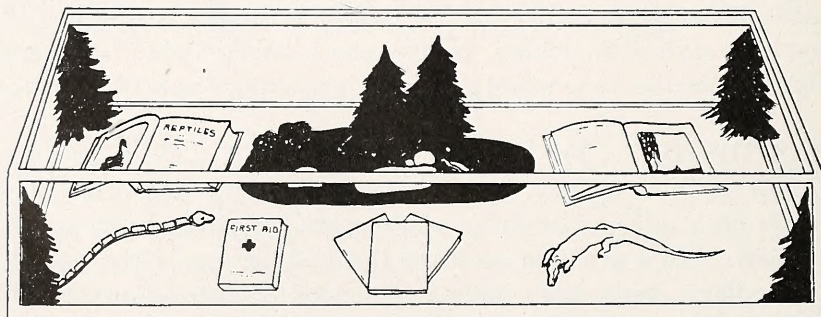


FIGURE 19

REPTILES. In the center of the display case place an oval metal tray covered with moss, a bit of mirror for a pool, three rocks, and evergreen twigs to represent bushes and trees. A celluloid turtle stands by the pool, and a frog is hid behind one of the rocks. Two books opened to good pictures, several pamphlets on snakes, and a first aid textbook may be displayed along with a wooden toy snake and a stuffed baby alligator. More evergreen twigs fill each corner of the case.

Shelf Displays

Wall display cases are an asset in a library, but the small library will find that two or three shelves thrown together will serve as a satisfactory substitute. Posters, objects, books, and other materials displayed at eye level seldom fail to attract attention. If the display includes valuable books or tiny, fragile objects that should not be handled, in front of the shelves may be covered with a sheet of cellophane attached to the shelf edges with Scotch tape.

A particular asset of the shelf area display is its movability. With adjustable shelving only a few books need to be shifted to make room for a new display. Students who visit the library every day may fail to notice the stationary display, but the changing display area cannot fail to attract attention.

A piece of porous composition board cut to fit the space at the back of two shelves in one section makes a splendid background on which the thumbtacks can be used and which can be covered with anything—paint, poster color, crepe paper, wall paper, cloth or oilcloth. When worn out it can be replaced at a very small cost. Also, it can be shifted from one place to another with very little trouble.

AN UNDERSEA SCENE. Use pale green beaver board as a background, fitted to the area. Before putting in place, glue on two cut-out paper fish and the colored glass balls or marbles for bubbles. It is effective to mount the fish two or three inches from the board using folded hinges of cardboard so that the fish will move slightly as the shelves are touched. Cut the dark green seaweed from green crepe paper and paste in place. Cover the shelf with a thin layer of white sand, or use sand colored crepe paper. Use more glass bubbles, shells, and a toy or stuffed turtle on the shelf. To simulate water, tape a single sheet of clear cellophane over the entire front of the area.

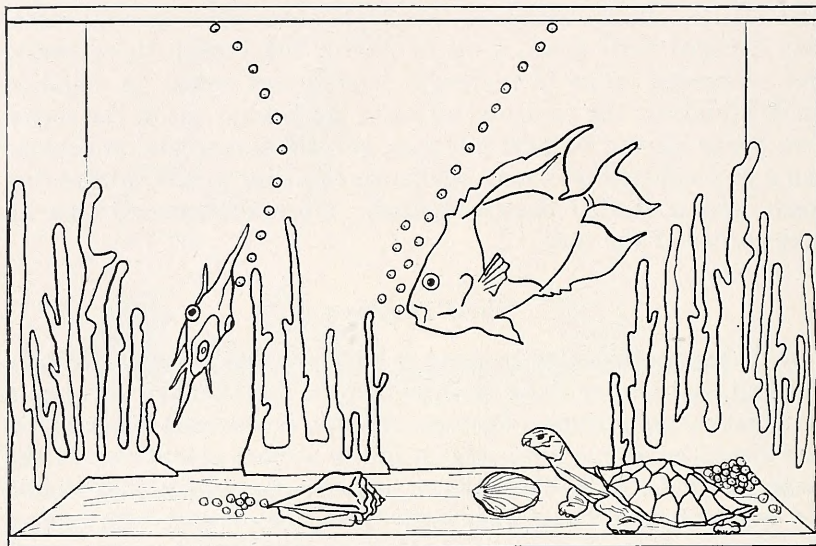


FIGURE 20

Small Space Displays

Displays need not always be relegated to the walls, shelves and tables. Catalog cases, the tops of low shelving, or a corner of the circulation desk can also be used. Displays for these places are usually small, take very little time to assemble, and are very worthwhile for stimulating interest in a specific title or in a subject on which the library has a limited number of books.

An alarm clock that has lost its springs but has gained a white-painted smiling face and a crown of artificial flowers may be used to advertise a garden book. A mechanical dancing girl with books on the ballet, a mechanical or tin soldier with personal narratives of the war, a gaily painted music box with music books, and dolls in a variety of dresses for many subjects are suggestions.

Small, standing display boards are splendid for calling attention to book lists and material for free distribution; they become more so when a suitable background for the list is provided. Figure 21 shows one such arrangement. The display board is of dark oak with a light brown cork mat.

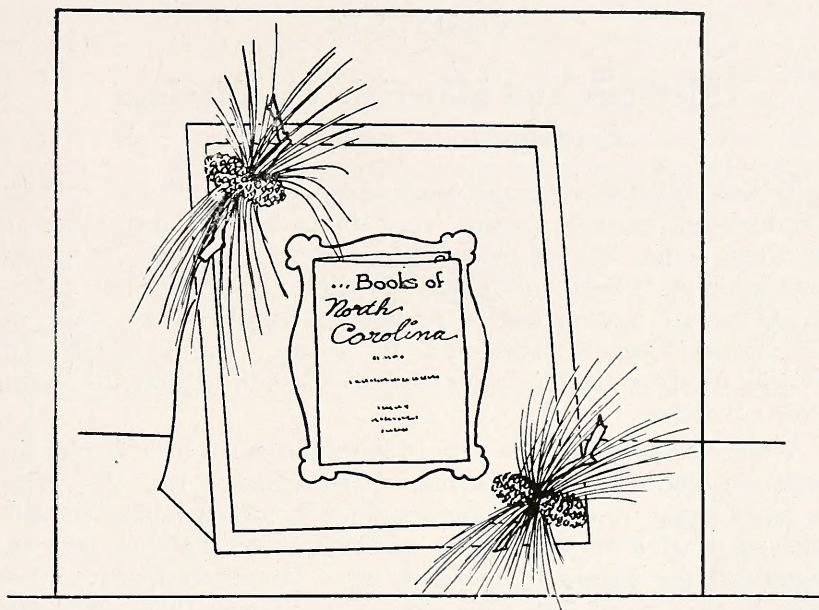


FIGURE 21

BOOK LIST. The book list, a North Carolina bibliography printed on white paper, is given a dark green construction paper background for color interest. At two corners pine needles and small cones are thumbtacked—and no Tar Heel needs to be reminded that the long leaf pine means his own state. Display with one or more books from the list, or with a stack of the lists if available for distribution.

CHAPTER III

Methods and Materials for Displays **Arrangement of Displays**

To keep interest alive and to avoid monotony in displays, their arrangement must be varied. Any single display form, however excellent it may be, will soon fail to achieve its purpose of attention-catching if used continually. Bulletin boards do not necessarily require posters, nor is the bulletin board the only place in the library where a display can be set up. The materials and articles used for displays can and should be as varied as the books they advertise.

Whenever possible it is well to keep the parts of a display in separate sections, free of permanent lettering, so that they may be used again in other arrangements. By using rubber cement instead of glue or paste, even parts fastened together may be separated for future independent use. Complete displays, too, may be used more than once simply by altering their form and arrangement.

The arrangement of the books themselves on the display table can be a means of stimulating interest. Titles that arouse curiosity; interesting, amusing, or extremely beautiful illustrations; and papers bearing maps or illustrations should be given a chance to be seen. Books lying open on a table may be held in place by rubber bands, or better, a small strip of plate glass. Several varieties of inexpensive racks of metal or wood to hold single volumes upright may be bought from library supply houses or may be made locally. The size of the display area will determine the number of books to be used, but care should be taken never to overcrowd the display. Any arrangement should be simple and well balanced. If the purpose of the display is to have the public examine the books, be sure the books are arranged to invite handling, and that the display will not require constant rearrangement to remain attractive.

Methods

Simplicity is the keynote of effective and interesting displays. The majority of the displays shown in this pamphlet are based on the cut-out type of illustration. The cut-out is simple in make-up and is particularly useful in the rendering of the human figure, because facial expressions and other details are greatly reduced

or even eliminated. Bright colors with vivid contrast are easy to use without the necessity of applying paint and waiting for it to dry. Outline a diagram in pencil on thin paper, revising as much as necessary. When the design has been reduced to its simplest form, trace the parts on colored construction or other paper and cut them out. Assemble with paste on a suitable background; or, paste all parts together, allow to dry, and then tack to a background.

Silhouette figures are possible without even the trouble of drawing them. Simply choose action figures from magazine illustrations, trace them in outline on construction paper, cut out, and mount on a contrasting color.

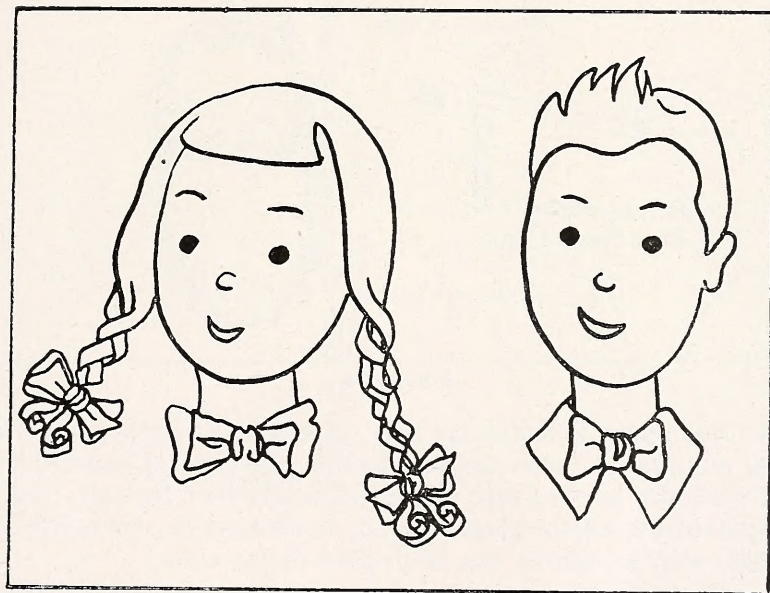


FIGURE 22

"Paper Sculpture" is growing in popularity with commercial display artists. For the simplest type of "paper sculpture" cut-outs, cut two heads from manila construction paper. Cut turned-up mouths from red paper, pug noses and eyebrows from brown paper; brown eyes for the boy and blue eyes for the girl are paper circles. Paste features in place. Cut the girl's yellow hair with three straight strips at the ends; paste in place about the face, plait the strips, curling each end with a scissors blade, and hold in position with a paper clip. Over each paper clip paste green cut-out paper bows, or tie green crepe paper bows. The boy's

orange tie and the green bow at the girl's neck may also be either cut-out construction paper or tied lengths of crepe paper. Cut the boy's hair from red construction paper and paste around the edge of his face, leaving the ends free and bent a bit forward away from the background. If desired a dress for the girl may be cut from green and white flowered paper, and blue and white striped paper will make a shirt for the boy; add cut-out manila construction paper arms and hands. Paper strips curled along the edge of a scissors blade make a jolly Santa Claus for a Christmas display. Features are also pasted-on paper cut-outs in color.

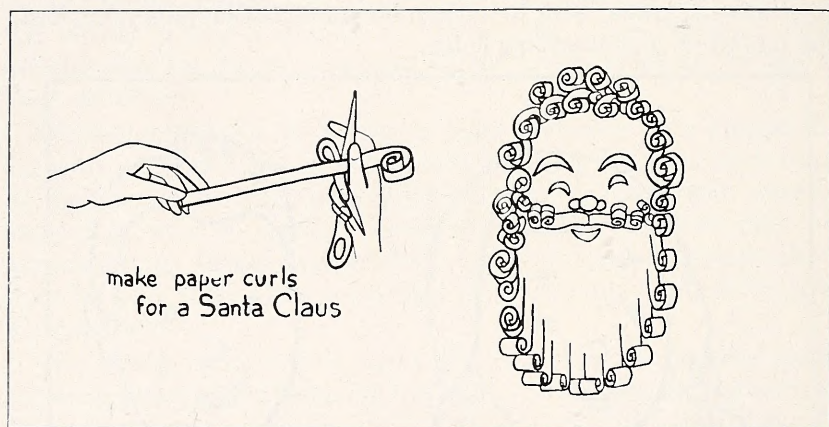


FIGURE 23

Cut-out paper illustrations may be combined with paint and other materials to form amusing figures. In place of paper clothing, cloth may be used with colored yarns glued on for hair. Light weight objects may be glued to hands (a book jacket will represent a book) and the figures may be dressed in any style.

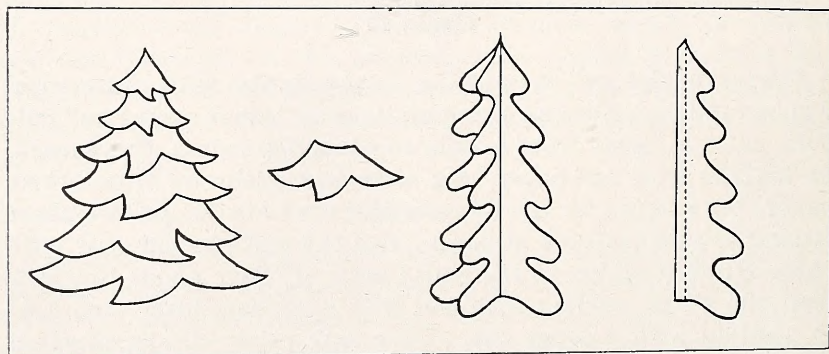


FIGURE 24

Trees constructed from cut paper add much to displays. They may be applied directly to the bulletin board, pasted on posters, or re-enforced to stand upright. For the tree illustrated cut patterns in graduated sizes. Begin at the bottom and paste to the background or attach to a bulletin board with thumbtacks. This tree made high to fill a bulletin board makes an excellent Christmas tree when decorated with balls cut from book jackets and hung with silver "icicles". Cut three identical pieces with a strip to fold along the dotted line for the second tree. Paste the strips together, let dry and attach to the background.

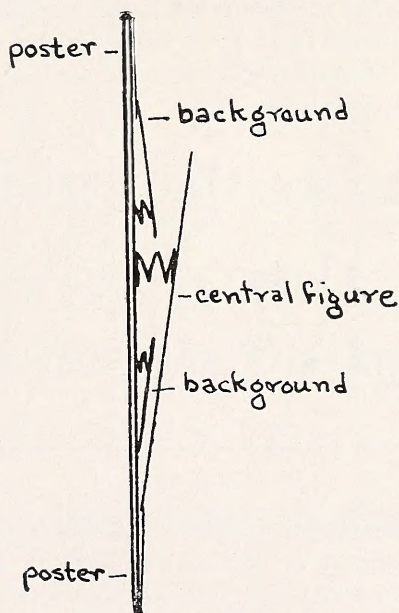


FIGURE 25

Any cut-outs used, whether central figure or background, are more effective if allowed to lean out from the poster several inches as indicated by figure 25. Paste the section to be attached to the poster at the outer or lower edge, bend slightly, and paste near the upper edge or in the center to a pleated strip of paper fastened to the poster or background. This strip will hold the cut-out in place, allowing it to lean just so far, and at the same time, being flexible, allowing it to move with every breeze, creating a moving shadow and a most life-like effect.

Book jackets make splendid material for cut-out displays. Not only do they create a colorful effect, but they also present title

suggestions. Practically any figure can be constructed or cut from book jackets. Already mentioned are the Christmas tree balls which may be hung from a real or a paper tree. Book jacket tulips against a picket fence bring a spring atmosphere to any library. First cut the fence palings from heavy white paper or cardboard, with two narrow backing strips cut the length of the bulletin board or shelf area to be filled. Cut the large tulip blossoms from book jackets, being careful to preserve as much of the title as possible. The leaves are green construction paper. Assemble the fence first, then paste the leaves in position, and last of all the blossoms. Tack along the lower edge of a bulletin board and add a caption **How Does Your Book Garden Grow?**, cut from colored construction paper and fastened to the board with pins. Assemble books on a table.

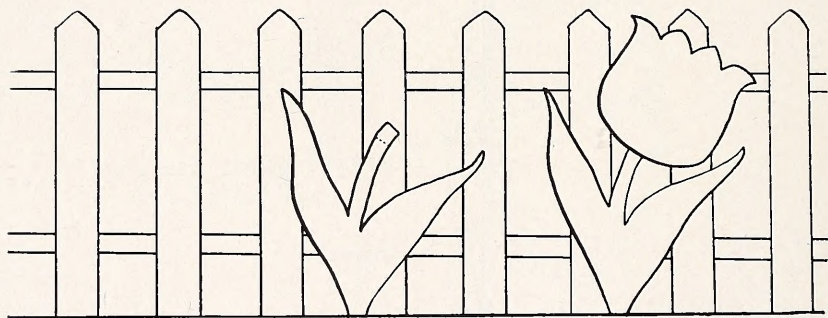


FIGURE 26

Book jacket spines may be added to posters to form the feathers of an Indian war bonnet or the tail feathers of the Thanksgiving turkey. Picket fence palings, too, can be made of book jacket spines.

Figures cut from beaver board may be kept permanently and used in various displays over a period of years. One such useful figure is a large outline map of the United States which may be mounted on a bulletin board, may be braced to stand alone, or may lie flat on a table as a background for displays.

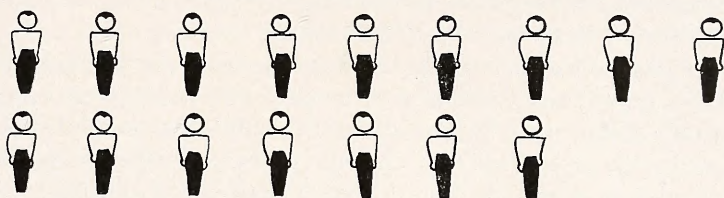
The use of one or more objects to symbolize an idea or the subject of a group of books is well suited to library displays. Objects create a most effective display, and as a rule are readily available.

Stylized figures require some small drawing skill, but reasonable care, observation, practice and manual dexterity will fill this requirement. As in the case of cut-out illustrations, the best figure is that with the fewest details. Make numerous rough sketches

Broughton Library

each figure = 100 units

Number students enrolled



Daily library attendance



Using reference books daily



Reading magazines daily



Charging books daily



FIGURE 27

on thin paper, correcting lines until economy of line is achieved, then trace. The figures for the pictorial statistics poster are drawn within guide lines as lettering must be done. Note that

very few details are used, yet the idea is quite clear in each case. One of the greatest helps for this and other types of drawing is the series of drawings available from the A. B. Dick Company, makers of mimeograph machines and supplies. Particularly useful are the five pages of drawings called "George Will Do It", which feature a useful figure that can be assembled by the amateur from which practically anything can be done with an assortment of heads, expressions, postures and clothing. The drawings are intended for use with mimeograph stencils, but they are so simple that enlargement to poster size is easy.

A simple device for enlarging drawings called a pantograph is available from many book and stationery stores at prices ranging from one dollar up. It consists of four narrow strips of wood fastened with screws in such way that a design traced by one point is enlarged or diminished by a pencil fastened at another intersecting point. An illustration of a pantograph may be found in Webster's New International Dictionary, 2nd edition.

Letters and Lettering

Cut-out letters may be made from a variety of materials; among them cardboard and corrugated board in all colors, construction and other thinner papers. Letters cut from road maps, book jackets, wall paper or cloth may help carry out the theme of a display. Tiny cut-out figures and small objects arranged to form letters include bats for Hallowe'en, hearts for Valentine's day, stars for astronomy, and flowers for Spring.

Letters that can lie flat, as in case displays, may be made from an even wider range of materials. Larger objects are best used for capitals only—letters carved from wood or soap, two sticks of candy tied together to form the letter H, a child's letter block. Ribbon lettering is another possibility for use in a case. The ribbon may be dipped in thin starch, ironed lightly and arranged in place while still damp and allowed to dry. It will stay in place even when jarred or touched.

Heavy cardboard letters and composition letters in assorted colors may be purchased; one variety comes with wooden grooved holders to hold the letters in a standing position. Wooden cut-out letters are available from some ten-cent stores and other supply houses. They should be given a coat of flat white paint, after which they may be colored with poster paint to match the color scheme of a display. The poster paint washes off, and another color may then be applied. Both types of letters make excellent

patterns by which to make additional letters from paper and cloth. All letters should be kept sorted and filed alphabetically. If properly cared for they may be used again and again. The Child Welfare Publishers, Inc., Evanston, Illinois, has some excellent alphabet letter stencils in various sizes, decorative stencils, and gummed letters at reasonable prices.

Lettering done by hand is more difficult, but can be very effective. Have at hand charts of various types of letters, study them, and know the anatomy of each letter before trying to reproduce it. Use Speedball or Esterbrook lettering pens for India ink, with pointed tip brushes to fill in letters, and square tip brushes for poster paint. There are many books on lettering available, and articles appear from time to time in library periodicals that are a great help.

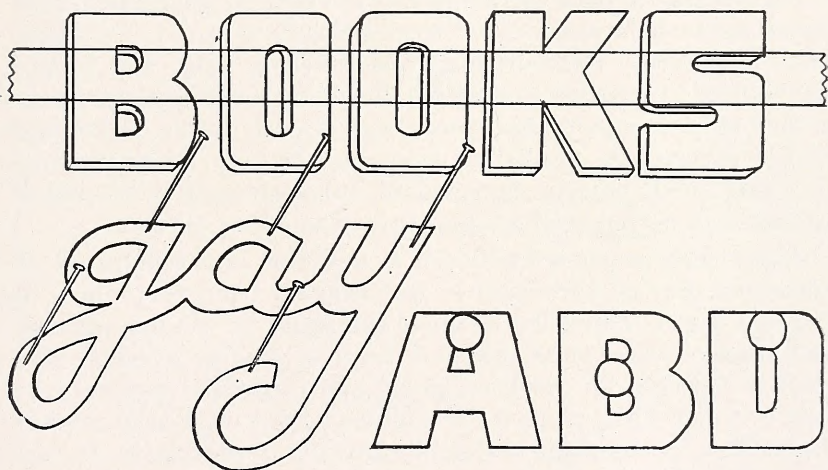


FIGURE 28

To attach paper cut-out letters, tacks, pins, or tape may be used. When tacks are used, colored celluloid-covered ones that match or blend with the letters should be selected. Light weight letters may be attached with straight pins, which are invisible from a short distance. Much care must be taken to have the pins correctly placed and the letters on a straight line. Strips of scotch tape to fasten letters to the bulletin board are the easiest of all to use. The letters can be assembled and arranged in a straight line on a table, the strip of tape placed over them, and the whole lifted as a unit and fastened to the board, insuring a straight caption. Scotch tape is better for heavier letters and

those cut from some slick surfaced material. Thin paper letters are likely to tear when the tape is removed. Cut-out script letters may be attached with either pins or tape.

Materials

While good displays may be produced on the proverbial shoe-string, the librarian will find that adequate equipment and supplies greatly simplify the work. Miscellaneous materials that should be readily available are a stapler, a paper cutter for trimming edges, colored chalks for sketching and drawing in features of cut-out illustrations, scotch tape in both the familiar transparent form and in colors, rubber bands in colors, ink and pencil erasers and art gum to clear posters and drawings, a metal-edged ruler, a T-square, a transparent triangle and a pair of scissors.

Thumbtacks in both the metal and the colored celluloid-covered varieties should be supplied, with carpet tacks to use when a longer point is needed. Both drawing and lettering pens, and square and pointed tip brushes are needed, including a rather large brush to flow on poster paint for speedy and smooth work. Paste and rubber cement are needed to assemble displays. Letters, cut-outs and small objects fastened to a background with rubber cement may be removed without injury to either surface.

Poster paint or show card color is available in a wide range of colors and may be purchased in jars ranging from two ounces to one half pint. The color is thick and must be diluted with an equal part of water or as needed to form an opaque covering. The paint is suitable for work on paper and cardboard and may be used over flat white paint if the surface is first washed to remove the oil film. Casein paint is steadily growing in popularity. It, too, comes in brilliant colors and may be had in either a half pint or quart size. It is a paste which is diluted with water, and its particular feature is the fact that one color may be applied over another. For this reason it is an excellent paint to use in covering large areas used as backgrounds. The individual colors of each type of paint may be mixed with each other and with white to form new colors in many shades and tints.

Backgrounds for displays may be regulation cork bulletin boards, or suitable display areas may be made of cork mats mounted against a rigid backing—wall board, composition board braced to prevent buckling, plywood, or even a soft wood such as white pine or yellow poplar. They may be fastened to a wall or braced to stand upright. Possible coverings include lengths of cloth,

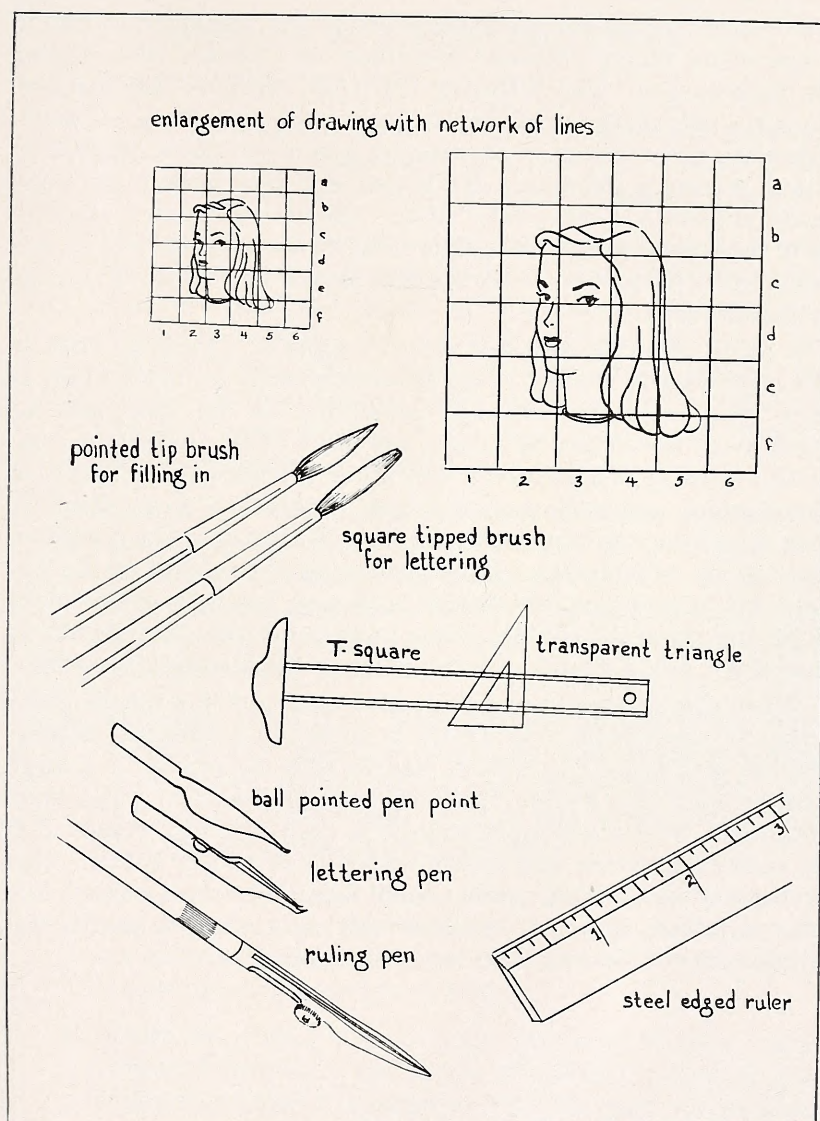


FIGURE 29

construction paper, crepe paper in solid colors and patterns, gift wrapping paper, Kraft or butcher paper, wall paper, and colored corrugated paper or corrugated wrapping paper painted with poster paint.

Sources of ideas for displays cover everything. Once the libra-

rian learns to consider every advertising idea presented to him in terms of its adaptability and usefulness as a library book display the task is easy. The WILSON LIBRARY BULLETIN is a particularly useful source of display techniques and ideas. General magazine and newspaper advertising and the window displays in stores present a constantly fresh source of new ideas in arrangement, subject and materials. Many commercial posters, particularly the stand-up, cut-out variety, may be secured from stores and adapted for library use. Advertising matter can be cut off, pasted or painted over.

A file of ideas, as well as a stock of supplies, should be kept by the alert display worker. Clip advertisements, jot down ideas as they occur regardless of their suitability at the time, and file them away by subject or date to use later when needed. A complete record of displays used will prove a labor saving device in the planning and setting up of future displays. A form sheet for this record may be mimeographed, thereby insuring the completeness of the information. Data concerning the subject of the display, the form it took, the display area used, the titles of the books used, the general reaction of the public, and the date should be included. Add a sketch or a snapshot of the display if possible.

When displays are dismantled, save each part for future use—either to reassemble it as before or to use in a different display. Posters and large flat cut-out figures may be stored in a large drawer, filed in a section of a map case, or placed in a flat cardboard box. Fold crepe paper lengths in their original creases. Roll up streamers loosely and secure with pins or rubber bands. Sort by color before storing. Keep small loose objects in a box. File cut-out letters in order alphabetically in a shallow partitioned box for ease in locating each letter for future use.

APPENDIX A: DISPLAY MATERIALS

I. In Brief

1. Titles of books or poems are good sources for captions. For example, "Rich Land, Poor Land"; "Unrolling the Map"; "Sea Fever"; "Silver Pennies"; "Behave Yourself".
2. Advertising in newspapers and magazines are good sources for captions and for ideas of illustrations which can be copied, traced, cut out and mounted, or combined with other ideas. For example, pictures of ships, airplanes, trains; airline maps; foreign land costumes; patriotic designs; service men's emblems and decorations; weather vane showing North, East, South, and West;—all in one issue of a popular weekly.
3. Commercial advertising in stores, especially drug stores and dry goods stores, suggest ideas. Many of their displays can be secured from the retailer after he uses them. For example, cardboard slate; third dimension illustrations of navy vessels; cardboard colonial lady and man. Watch and ask.
4. Ten cent stores carry many articles for five or ten cents which can be used over and over. For example, garden tools; ships, trains, planes, cars; soldiers; dolls; paper doll cut out books; decal designs; lace paper doilies; mirrors; seasonal decorated crepe paper.
5. Displays which have depth, three dimensions, are better eye-catchers than flat displays. Make objects stand out on bulletin boards. Mount items to stand out on thick cardboard or attach with a hinge.
6. Books on display attract more attention if they are at different heights. Use boxes of different sizes covered with crepe paper to harmonize with the particular display.
7. Colorful posters and maps of America can be secured from travel agencies, railroads and bus lines. Posters, maps, and brochures of other countries can be secured from travel agencies.
8. Effective backgrounds which hold the exhibit together but are unobtrusive can be achieved with: oilcloth, rayon, or cotton fabrics, mirrors, cellophane, various colored cor-

rugated cardboard, construction paper, gold or silver or colored foil paper.

II. Some Publicity Materials

1. Books and more books.
2. Pictures from magazines, advertisements, travel agencies, etc., or handdrawn sketches.
3. Maps from State Highway Department, gasoline stations, travel agencies.
4. Cardboard, corrugated cardboard, construction paper, poster paper, seasonal wrapping paper, wallpaper (old sample book frequently available from dealer).
5. India ink, white ink, water colors, crayons, cold water paint, poster paint (show card colors), colored chalk.
6. Colored thumbtacks, colored pins, straight pins, rubber cement, scotch tape, passe partout tape, paste.
7. Colored cord or yarn, colored cellophane straws, wooden letters, cardboard letters. The following quantities of letters have been found sufficient to form almost any 20 or 25 letter caption:
 7 each A, E, I, O, U, G, S, R, N, L;
 3 each B, C, D, F, H, K, M, P, T, Y;
 2 each J, Q, V, W, Z, X.
8. Decorative seals, such as stars, dots, hearts, etc., are effective for spelling out captions and for decoration on backgrounds.
9. Soap carvings, statuettes, miniature figures from ten cent stores, handicraft articles made by children, and small toys.
10. Scissors, knife, razor blades, paint brushes, lettering pens.
11. Color combinations used successfully in advertising:

red—tan	blue—gold	orange—black, yellow
red—silver	blue—cream	yellow—black, green
red—gold	blue—brown	red—white, violet
orange—purple	violet—rose	orange—white, blue
green—cream	violet—purple	orange—white, violet
green—gold	violet—salmon	yellow—white, blue
green—rose	red—black, orange	green—white, blue
green—salmon	red—black, yellow	green—white, violet

III. Captions to Advertise Books

Titles of books are excellent sources for captions.

"A penny saved is a twopence clear." Franklin (Consumer)	Highway Holidays
Arm-Chair Travel	How to Feed Your Hobby Horse
Career Clinic	I Hear America Singing
Covered Wagon Days	Meet the Authors
Cross Country Via the Book Route	Men of the Moment
Democracy Is Different	Modern Industry
Digging Up the Past (Archaeology or History)	Music for the Multitude
Do You Seek Adventure?	North American Neighbors
Eyes Southward	On Wings of Books
Fall Bargains	Sea Fever
Famous Americans	Summer Fun
Filmed Fiction	The Animal Parade
Fireside Adventure	The Play's the Thing
Fly Away With Books	The Soils That Support Us (Conservation)
For Profitable Leisure	Those Who Succeed
Glad Hidings	Walking With the Great
Going to College?	What Do You See in Nature?
Government at Your Service	What Shall I Be?
Here, There, and Everywhere	When Ghosts Walk
Hidden Gold	When Lincoln Lived
	Women and Their Work

IV. A Few Dos and A Don't

1. Do include books with every display.
2. Do choose a center of interest for each display and express it by word or phrase and objects.
3. Do use colors which harmonize and are representative of the season, occasion, or subject.
4. Do achieve balance in arrangement by use of parallel and vertical or circular arrangements (not angular), by not overcrowding, by leaving more marginal space at the bottom than at the top on bulletin boards.
5. Do use variety in ideas, materials, arrangements, and types of books.
6. Do keep exhibits simple and suitable.
7. Do change exhibits regularly and frequently.

8. Do keep a calendar of the displays which are used and a record of materials used in them.
9. Do keep alert for new ideas, new materials, and new captions by watching all kinds of advertising from A to Z.
10. Do keep a file of suggestions and materials for new exhibits and of materials which can be reused.
11. Do keep a neat, clean, orderly room which will invite readers who will see the displays.
12. Do ask for help and suggestions from students and teachers.
13. Don't overcrowd and clutter up displays. Better too little than too much.

APPENDIX B: REFERENCES ON LIBRARY DISPLAYS AND PUBLICITY

I. Bibliography

Bennett, Wilma. SCHOOL LIBRARY ASSISTANT. p. 127-136. Wilson, 1933. \$2.40. o.p. New edition in preparations.

Appeared also in Wilson Bulletin 7:605-611, June, 1933. Includes bulletin boards and exhibits, posters, special services to teachers, newspaper publicity, with comprehensive bibliographies and a list of suggested activities.

Carter. FREE-HAND PAPER CUTTING. McKnight & McKnight, Bloomington, Illinois. \$1.00.

Coons, Mrs. Margaret N. 124 SUCCESSFUL IDEAS FOR LIBRARY PUBLICITY. Follett, 1936. 35¢.

A group of quotations pertaining to publicity which should give the school librarian suggestions for advertising.

Cundiff, R. E. HERE ARE SLOGANS. Wilson Library Bulletin 12:577-8, May, 1938.

Douglas, Mrs. Mary P. TEACHER-LIBRARIAN'S HANDBOOK. p. 111-24, A.L.A., 1941. \$1.90.

Covers community library program, library profession, bulletin board displays, annual reports, and publicity pickups.

EXHIBITS: HOW TO PLAN AND MAKE THEM. National Publicity Council, 130 East 22nd Street, New York 10. 60¢.

Ideas for exhibit making with sections, contributed by experts, on planning, materials, art principles and construction.

Fargo, Lucile F. ACTIVITY BOOK FOR SCHOOL LIBRARIES. A.L.A., 1938. \$2.50.

Sets forth actual projects, enterprises, and undertakings which may be carried on in relation to the encouragement of "free" reading in the library.

Fargo, Lucile F. ACTIVITY BOOK NUMBER TWO. A.L.A., 1945. \$2.50.

Fish, H. D. comp. CHILDREN'S ALMANAC OF BOOKS AND HOLIDAYS. Lippincott, 1938. 50¢.

Appears also in JUNIOR BOOK OF AUTHORS.

Focke, H. M. and Others. LIBRARY BULLETIN BOARDS. Wilson Library Bulletin 15:574-577. March, 1941.

A suggestive outline of principles, methods and materials designed to be of practical help to staff members responsible for the bulletin

board. The outline includes planning, general management of the board, and composition of displays. Sources of illustrative and lettering materials, and of captions, slogans, and display topics are also listed, as well as sources of supplies and a bibliography of material on the library bulletin board. The successful compositions are illustrated.

Fraley, E. and Mathews, G. F. EXHIBIT MATERIALS. Wilson Library Bulletin 14:648-51. May, 1940.

Suggestions for enlisting the aid of the various school departments, extracurricular organizations, and outside agencies in the provision of exhibit materials. A table of exhibit subjects is given, with note of the material used, departments exploited, and books displayed.

Garrison, Gretchen. DISPLAY MATERIALS. Wilson Library Bulletin 14:326-7. December, 1939.

Gives sources for cardboard, wooden and plastic letters and excellent suggestions for background materials.

Harshbarger, H. P. PRACTICAL SIGNS AND POSTER WORK FOR BEGINNERS. McKnight, 1939. 79p. \$1.00.

Specific information on materials, layout, color combinations and lettering, with many illustrations.

Hunt, W. B., and Hunt, E. C. SINGLE STROKE ALPHABETS. Bruce, 1939. 31 p. pamphlet. 10¢.

Simple directions for lettering with examples of styles of letters and information on lettering pens.

Loizeaux, Marie D. PUBLICITY PRIMER; an abc of "telling all" about the public library. Wilson, 1945. \$1.25.

Phelps, Edith M., comp. BOOK AND LIBRARY PLAYS FOR ELEMENTARY AND HIGH SCHOOL USE. Wilson, 1938-41. 2 vols. \$2.25 each.

PUBLICITY CALENDAR. Children's Book Council, 62 West 45th St., New York 19, New York. Free.

PUBLICITY DIRECTORY. National Publicity Council, 130 East 22nd Street, New York 10, N. Y. 65¢.

Lists and describes nearly 200 selected pamphlets and books on publicity technique sources of films, exhibits, scripts, etc.; other publicity services.

Roberts, Ina. SLOGANS THAT CIRCULATE BOOKS. The author, 946 Magnolia Ave., Los Angeles, Calif. 25¢.

Contains 450 exhibit captions grouped by subject.

REFERENCES ON LIBRARY DISPLAYS AND PUBLICITY

Sanford, Mrs. A. P. and Schauffler, R. H. *MAGIC OF BOOKS*.
Dodd, 1937. (Our American Holidays.) \$2.50.

Contains fiction, drama, pageantry, projects and programs for Book Week observance.

Sauer, J. L. ed. *RADIO ROADS TO READING*; library book talks broadcast to boys and girls. Wilson, 1939. \$2.25.

Advertising books through scripts planned to achieve definite objectives.

Van Buren, Maud. *QUOTATIONS FOR SPECIAL OCCASIONS*. Wilson, 1938. \$2.50.

Watson, K. W. *ONCE UPON A TIME* children's stories retold for broadcasting. Wilson, 1942. \$2.25.

WILSON LIBRARY BULLETIN. \$2.00 a year.

Annual issue on Book Week appears in October or November, on Vacation Reading appears in April or May, and on Publicity usually appears in March.

II. Addresses

American Library Association, 50 East Huron Street, Chicago 11, Illinois.

Bruce Publishing Company, 524-544 North Milwaukee Street, Milwaukee 1, Wis.

Children's Book Council, 62 W. 45th Street, New York 19, New York.

Dodd, Mead and Company, Inc., 432 Fourth Avenue, New York 16, N. Y.

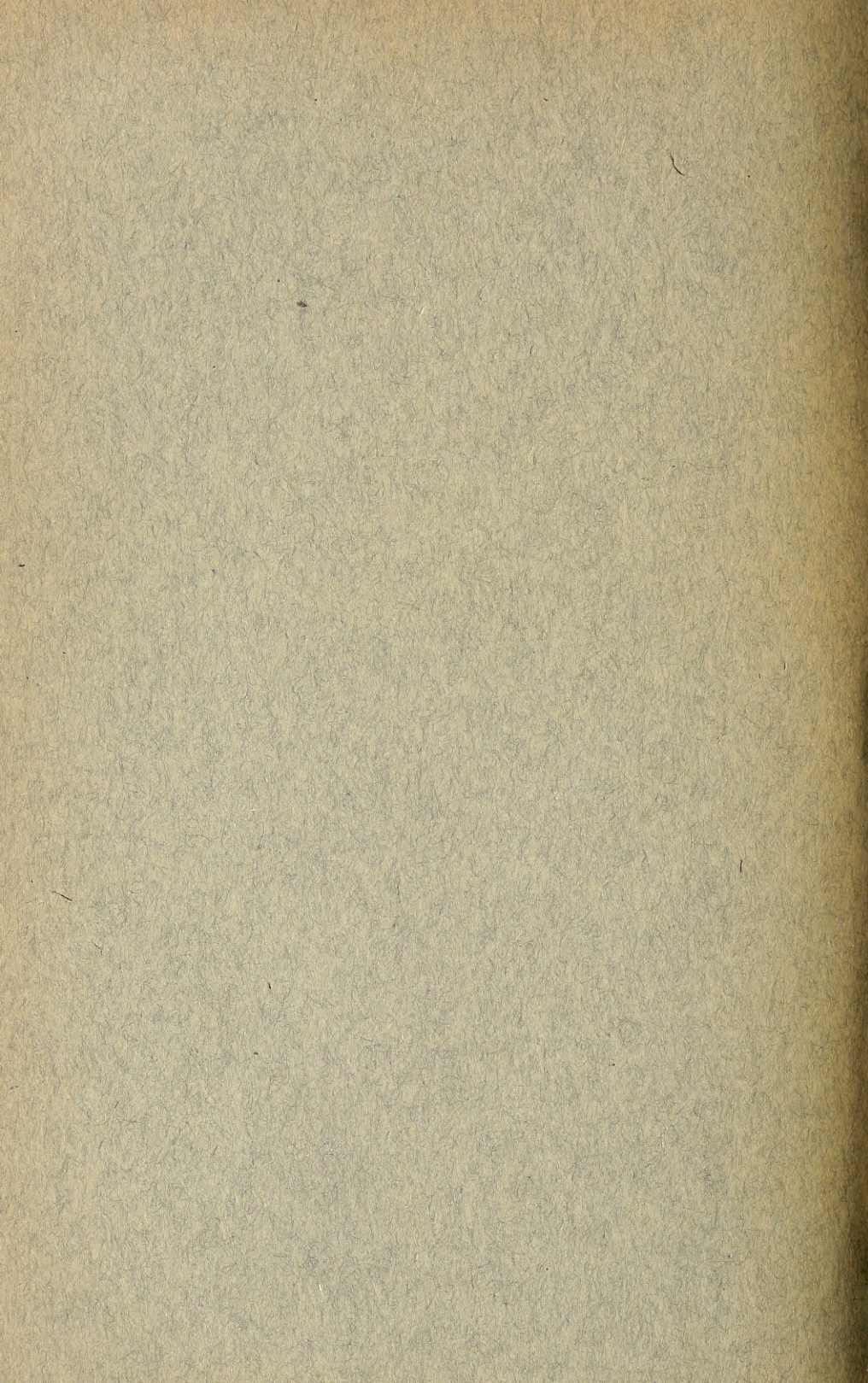
Follett Publishing Company, 1255 S. Wabash Avenue, Chicago 5, Illinois.

J. B. Lippincott Company, 227-231 S. Sixth Street, Philadelphia 5, Pa.

McKnight & McKnight, 109-111 West Market Street, Bloomington, Illinois.

National Publicity Council, 130 East 22nd Street, New York 10, N. Y.

H. W. Wilson Company, 950-972 University Avenue, New York 52, N. Y.



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